"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"

is a phrase heard daily in a number of leading colleges where campus radio stations are taking their places with college dramatic clubs and campus newspapers as leading undergraduate activities.

Campus radio is broadcasting by and for students. It is important to undergraduates as a medium of expression, as practical experience in new, vigorous arts, and as a genuine service to the college community. In addition, the campus station is a perfect outlet for productions by students of radio.

Heard only on the campus, these stations broadcast by "wired radio," carrying their signal over wires to the dormitories and college buildings. Anyone can listen on any radio--if he is in one of the college buildings. Because the signal stays on the campus, no license from the F.C.C. is required, as long as their standards are met.

College listeners want--and respond to--programs beamed especially to them. They like recordings of fine music; reports and analyses of world news; campus news prepared and presented by a student staff; they enjoy dramatic and variety and dance music and college sports broadcast on the scene by fellow students. The college audience is loyal to its station, because that station offers something no professional broadcaster can ever duplicate.

Broadcasting as a student activity is many things to many students. Unlike more traditional forms of expression, it uses many diverse talents--dramatic, musical, literary, technical, executive--and many types of background. Programs are prepared in cooperation with departments of instruction, debate councils, dramatic clubs, and other campus groups. The campus station is the voice of campus life.

Equipment similar to that used in standard stations may be bought, or it may be built more economically by interested students. Most campus stations are expanded over a period of years, and may be started for as little as $200. What student broadcasters lack in expensive equipment they make up in good measure by patience, industry, and clever use of available resources.

Campus stations are in operation at:

Alabama	Pennsylvania
Brown	Princeton
Bryn Mawr	Radcliffe
Bucknell	Stephens
Cornell	Swarthmore
Columbia	Union
Haverford	Wellesley
Harvard	Wesleyan
Mary Washington	Williams
Ohio University	Yale

and are under construction in many other colleges.

College broadcasters do not operate for profit and pay few salaries. Some have grants from student activity funds for their operating expenses. Many rely on the sale of time to commercial advertisers. Local and national firms buy time on campus stations as they buy space in campus newspapers.

In the expanding field of educational radio, there will be a need for broadcasters with liberal college background and practical experience in broadcasting. Many of them may come from campus stations.

Campus broadcasting brings students and faculty together on discussion programs, quizzes, and dramatic programs; it brings students in different colleges together through a continuously active clearing house, the Intercollegiate Broadcasting System. Now in its tenth year, this unique educational experiment provides training and experience and all the educational values of any group activity, but even more important, it is developing a generation of discriminating listeners who may be an important factor in shaping the future of radio.

Early in 1940 campus broadcasters recognized that a pooling of resources was essential to success. Radio is a highly technical field, in which creative work hinges upon many kinds of highly specialized knowedge. To provide this expert advice, promote exchange and cooperation between campus stations, and encourage the further development of campus radio, they joined to form the Intercollegiate Broadcasting System.

IBS is a non-profit corporation, owned and operated entirely by the campus stations. It is governed by a Council of representatives of its member stations and financed by dues.

Among other things:

IBS conducts a program of technical research on equipment design and transmission problems;

IBS assists in the exchange of programs by transcription, wired networks, and through a script library;

IBS publishes a monthly Bulletin, frequent newsletters, and other publications;

IBS sponsors an annual convention of student broadcasters from every part of the country who gather to exchange ideas and hear speakers from the industry, education, and government;

IBS provides advice and aid in the many specialized aspects of broadcasting, including programming, audience research, studio and equipment design, and station administration;

IBS represents college stations collectively in matters of copyright, radio law, and before the general public;

IBS provides groups interested in starting stations with full information.

INTERCOLLEGIATE BROADCASTING SYSTEM
507 FIFTH AVENUE
NEW YORK 17, N. Y.

By Robert Foley

The Federal Communications Commission has recently proposed rules which would cause WHRC and most campus radio stations to discontinue broadcasting. On April 13, the Commission issued a public notice announcing proposed changes in the rules regarding the operation of low power devices. The rules, if enacted, would place WHRC under the same regulations as standard commercial stations, and unless these rules were modified for campus stations, they would make continuance of operation virtually impossible, as the requirements are beyond thoses which the station is equipped to meet.

The FCC has invited any interested persons to file comments on the proposed actions before the first of June, and if it feels that the comments warrant a hearing, one will be held to discuss the rules. The Intercollegiate Broadcasting System, of which WHRC is a member, is representing the collective needs of campus radio stations in negotiations with the FCC and has suggested that member stations submit to the Commission statements from people closely connected with campus radio.

The IBS recommends that the briefs, in addition to arguing for campus radio stations, should request that the FCC make specific rules for campus radio and that hearings be held in order that the campus stations may present their cases. WHRC is complying with this request and would welcome testimonies from anyone who feels he

The Federal Communications Commission has recently proposed rules which would cause WMCO and most amateur radio stations to discontinue broadcasting. In April 19, the Commission issued a public notice announcing proposed changes in the rules regarding the operation of low power stations. These rules, if adopted, would place WMCO under the same restrictions as unlicensed commercial stations, and unless 5 miles more restricted for amateur stations, have resulted in the distribution of operation virtually impossible, in the country, to beyond those which the station is equipped to reach.

The FCC has advised a range 1 beyond previous to 1/2 or 5 miles on the proposed rules. Great as this is, and it is felt that the amateur service warrant a wavelength of 1.5 beyond 1/2 miles. The Inter-collegiate Broadcasting System, of which WMCO is a member, has recommended and has requested that amateur stations should be given the same privileges for local clearance as commercial stations.

The FCC proposed rules also call for, in addition to [illegible] radio stations, (and) required that the FCC issue special licenses for amateur radio and that hearings be held in order that the amateur stations may present their case. WMCO is completely with the request and would welcome the support from anyone who [illegible]

is in a position to write an influential letter. The station will supply suggestions as to what points letters should cover. IBS has stressed the necessity of convincing the FCC of an active interest in campus radio stations.

The rules under which WHRC now operates were originally enacted for phono oscillators and other devices which might cause interference with standard broadcasting. They were later extended to include "wired-wireless" stations such as WHRC. This type of station broadcasts its programs by feeding the output from the transmitter into the power lines in the buildings being served. The power lines then act as an antenna and allow radiation of the signal in the buildings and for a limited distance outside of them. The legal limit of this distance is about three hundred feet for WHRC.

That the station comes in strongly near power lines is obvious to a WHRC listener in a car as he enters the campus from Railroad Avenue. The station is strong under the power lines near the gate and again near the Union, but in between it fades out and a Cuban station on the same frequency can be heard.

The present proposal of the FCC is to place stations of the wired-wireless type under the same rigid regulations which control commercial stations. These regulations, not only include technical specifications which would render inadequate the greater part of WHRC's facilities and necessitate the purchase of new and expensive equipment, but also require a licensed radio engineer to be on duty at the trans-

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Thus the station comes interestingly near power lines in obvious to a WHRC listener in a car as he enters the campus from Railroad Avenue. The station is strong under the power lines near the gate and again near the Union, but in between it fades out and a Tacoma station on the same frequency can be heard.

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mitter during all broadcasting. Effectively, placement of college stations under the present regulations for commercial stations would force WHRC to go off the air.

abt 483 count

Newsweek

SEPTEMBER 7, 1942 15c ★

RADIO

College Network

The first collegiate network in radio history went on the air Dec. 1, linking together student-owned radio stations in twelve Eastern colleges. The web was made up of member-stations of the six-year-old Intercollegiate Broadcasting System (NEWSWEEK, Aug. 25, 1941), joined through facilities of six Eastern frequency-modulation outlets.

For years the IBS has been selling advertising time on its 25 individual stations, which can be heard only on the local campuses, but because of the high cost of leasing telephone wires, it had never hooked them into a network. Last September, however, Louis Bloch and Leslie Katz, respectively manager and program director of the student system, enlisted the aid of New York FM station W47NY, which in turn secured the cooperation of other FM stations in Boston, Hartford, Schenectedy, Mount Washington, N.H., and Alpine, N.J. Because FM can be picked up without static, leased-wire expense would be avoided, and the program IBS planned had the worthy motive of helping college men choose their place in the war.

Last week's inaugural broadcast, first of a series of three entitled "You, the War, and the Future," went on the air at 7:15 p.m. EWT and consisted of a talk by William T. McCleery, an editor of New York's tabloid PM and author of numerous articles on youth and the war. It originated in W47NY, was picked up by the other FM stations, and rebroadcast from city to city. The low-powered college units, all of which are equipped with FM receivers, merely "translated" the talk to their own standard wave lengths and relayed it to the 25,000 listening students at Brown, Columbia, Connecticut, Hamilton, Harvard, Rhode Island State, Princeton, Dartmouth, Union, Wesleyan, Williams, and Yale.

JUNIOR BAZAAR

by Andre Emmerich

• On Monday nights in April Columbia men will tune in on their own CURC to hear a news roundup from Charles Campbell at the International Student Assembly. At Yale, WOLD will cover the weekly basketball games from a mike set up in the gym; at Union UCRS listeners will hear students quizzing professors; at Brown WBRU will put on an all-student variety show; the Harvard Glee Club will broadcast a program of their most requested numbers over WHCN; on fifteen other campuses the students will tune in on programs put on by students.

"This is the Intercollegiate Broadcasting System" is the signing off phrase for the campus broadcasts and IBS today is one of the fastest growing shoots in radio.

Within IBS the four stations around Philadelphia—Swarthmore, Bryn Mawr, Haverford and the University of Pennsylvania—have formed the Middle Atlantic Network of IBS or Midat. When one station in the network has a specially good program the others are all brought in.

Swarthmore's WSRN is sometimes considered the most outstanding of the Midat stations. For years, WSRN "incubated" in an eight-foot square studio, with announcers, actors and engineers packed like sardines, and a transmission line guaranteed to break down once a week. Eventually, however, the station expanded till today it occupies two modern studios and a master control room full of modern equipment. Among its proud achievements WSRN lists its campaign to permit women to wear slacks and bluejeans in the face of vociferous opposition by the Women's Student Government Association. When the question was finally voted on by the student body, the overwhelming majority favored slacks!

The station that had to battle the greatest obstacles is WBMC at Bryn Mawr. They started with a D.C. power system on which no regular radio equipment will work; all their equipment had to be specially adapted—a doubly difficult matter for a girl's college that had no engineers on the campus and had to depend for help on Haverford's mechanical wizards. In addition, WBMC had little space, limping equipment and at first could be heard on only part of the campus. But the courage, persistence and infectious enthusiasm of the founders, especially of president Cam Williams, made everybody pitch in and finally brought the station on the air. Today, WBMC is a going concern. The technical difficulties continue but Cam Williams has become one of the few expert women radio engineers and WBMC no longer needs the help of the Haverford boys.

One of the college stations that is older than its present staff is Columbia and Barnard's CURC, The Voice of the Roaring Lion. Its records indicate that it was already going strong as a short-wave outfit way back around 1923. But in those days its existence was precarious, to say the least. A letter to the New York City College radio club dated January 1926 contains this hair-raising statement: "Due to an unfortunate series of circumstances culminating in the loss of our power supply and near disintegration of the club, we were unable to do our part (in forming an intercollegiate radio league)."

However, CURC has long since made up for its early failings and has become one of IBS' strongest stations. Among its services are broadcasts of all the Columbia football games, even those as far away as New Haven, West Point and Philadelphia, as well as all home basketball games.

Run on a commercial but nonprofit basis, CURC has managed to save over two thousand dollars during the last two years from commercials, and plans to spend this relatively astronomical sum on technical improvements and a record library.

One of the best program schedules of any college station is maintained by WRAD, Radio Radcliffe. Five nights a week, Monday through Friday, it goes on the air at 7:30 PM with a program of swing and jazz. From 8 to 9 it appeases the classical music devotees with a program called "Concert Master," which on Tuesdays is devoted to the weekly listening requirements of the class in Music Appreciation. At 9 o'clock the "big" programs begin. Mondays it's "Listen" (which tells you what to listen for in serious music), on Tuesdays it varies from dramatic productions by the Idler Dramatic Club to interviews with campus personalities. Wednesdays the Harvard Radio Workshop broadcasts plays over both WRAD and Harvard's WHCN. Thursdays the hour is devoted to the knotty problem of labor relations and Fridays it consists of travelogues by students who have been to foreign countries.

In addition, WRAD carries a nightly program of campus news, one program of book reviews, and each night from 10 till 11 "Music to Read By"—a type of program commercial stations ought to adopt too.

Another interesting news program called "These Are the Little People" is heard over KTX, the station at Stephens College, Missouri. The station takes the day's biggest headline and dramatizes the effect of this news on the average citizen.

Originally KTX followed the Balkan custom of going on the air only when the staff had something to broadcast, but today an impeccable schedule is maintained five days a week from 1:00 till 10:00 PM. KTX has the advantage of being able to develop its own sales staff from the members of the Radio Advertising class who cajole the local shopkeepers into sponsoring programs.

One of the IBS' biggest members is Cornell's CRG, the station that wakes up at 6:30 AM every morning, while sleepy coeds still huddle under warm covers, "USS Cornapolis" goes on the air. The program, by and for members of the Navy unit, consists of corn, Cornellisms, and Navy, and is designed to help the unit men rise and shine. No listener has ever complained that it is not lively enough.

Normal in its other operations, CRG has one particularly outstanding show called "Infirm Request Show." Every day, a member of CRG's staff goes over to the infirmary and collects the day's list of musical requests which is then broadcast at 7:15 PM. Sometimes the request includes a personal appearance, and often CRG manages to oblige.

Eventually IBS has hopes of organizing international and overseas exchange broadcasts, so college students from all over the world may some day be able to exchange ideas over their own radio stations.

STANDARD CONTRACT FOR SPOT BROADCASTING
(STANDARD CONDITIONS 1942. *See Over*)

INTERCOLLEGIATE BROADCASTING SYSTEM
507 FIFTH AVENUE
NEW YORK, N. Y.

AGENCY

Expired July 2, 1945

TO MANAGEMENT OF STATION WHAV

CONTRACT NO.

CITY AND STATE Haverford, Pa.

DATE

PLEASE FURNISH BROADCASTING FACILITIES TO [advertiser] General Electric Company

FOR [product] Institutional

NAME OF PROGRAM General Electric Campus News

LENGTH OF BROADCAST	HOUR	DAYS	TIMES PER WEEK	TOTAL NO. TIMES
5 minutes	9:55-10:00	Monday Tuesday Wednesday Thursday ~~Friday~~	4	56

COMMENCEMENT DATE	EXPIRATION DATE
July 2, 1945	October 1, 1945

PROGRAM MATERIAL ARRANGEMENTS

COMMERCIAL ANNOUNCEMENTS

To be supplied by the General Electric Company

CONTINUITY	LIVE TALENT	TRANSCRIPTIONS

ADDITIONAL INSTRUCTIONS

RATES:	Station Charge	Talent	Line Service	Other Charges	Total
Each Broadcast:	$ 95.00	$	$	$ 41.00	$ 136.00 ~~95.00~~
For ____ Broadcasts:	$	$	$	$	$

~~LESS TIME DISCOUNT: ____%~~

LESS AGENCY COMMISSION: 15% of Station Charge ____% ~~of Talent Charge~~

~~LESS CASH DISCOUNT: ____% of net time charge if paid by ____th of month following services~~

Subject to standard conditions on back hereof.

INTERCOLLEGIATE BROADCASTING SYSTEM

PER Louis M. Block Jr.

accepted for WHAV Haverford College by William Bell

Standard Conditions

GOVERNING CONTRACTS FOR SPOT BROADCASTING

Adopted 1933 and Revised 1942 by

American Association of Advertising Agencies and *National Association of Broadcasters*

1. PAYMENT

[a]. The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this contract unless expressly otherwise agreed in writing.

[b]. The agency personally agrees to pay for broadcasting covered by this contract, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this contract; or, when cash discount is deducted but payment date not specified on the face of the contract, on the fifteenth of the month following.

[c]. In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

[d]. Station's invoices for broadcasting covered by this contract shall be in accordance with the station's rate card and shall so state on each such invoice.

[e]. Invoices should be rendered not less often than monthly.

[f]. Affidavits of performance shall be furnished by station on request of agency.

[g]. The station reserves the right to cancel the contract at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this contract as it may see fit.

2. TERMINATION AND RENEWAL

[a]. This contract may be terminated by either party by giving the other fourteen (14) days' prior written notice; provided that no such notice shall be effective until fourteen (14) days after start of broadcast service hereunder. If agency so terminates this contract it will pay station according to station's rate card on which this contract is based for the lesser number of periods, for all services previously rendered by station. If station so terminates this contract, agency will then either agree with station on a satisfactory substitute day or time for continuance of broadcasts covered by this contract at the card rates on which this contract is based for such substitute time, or, if no such agreement can be reached agency will pay station according to the rates specified herein, for all services previously rendered by station; that is, the agency shall have the benefit of the same discounts which the agency would have earned had it been allowed to complete the contract. In the event of termination hereunder neither party shall be liable to the other party otherwise than as specified in this paragraph, and in paragraph 6 hereof.

[b]. The broadcast time (or times) covered by the contract may be renewed by the agency by giving station two (2) weeks' written notice prior to the expiration of the contract or any extension thereof.

3. INABILITY TO BROADCAST

[a]. Should the station, due to public emergency or necessity, legal restrictions, act of God, or for any other reason beyond the control of the station, be unable to broadcast one or a part of any one of the agency's programs at the time specified, the station shall not be liable to agency except to the extent of allowing in such case either (1) a pro rata reduction in the time charges hereunder, or (2) if an interruption occurs during the commercial announcement portion of any broadcast a credit to agency in the same proportion to the total station time charge which the omitted commercial portion bears to the total commercial portion of the broadcast, it being mutually agreed that station shall credit agency on whichever basis is more favorable to agency. In the event of such omission station will upon agency's request make a suitable courtesy announcement as to such omission. Such omission or interruption shall not affect rates of discount: that is, the agency shall have the benefit of the same discounts which the agency would have earned had it been allowed to complete the contract. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an act of God, public emergency or legal restriction.

4. SUBSTITUTION OF PROGRAMS OF PUBLIC IMPORTANCE

[a]. The station shall have the right to cancel any broadcast covered by this contract in order to broadcast a sustaining program which it deems to be of public importance. In such case, the station will notify the agency, in advance if possible, but in any case immediately after such broadcast, that agency's program has been cancelled.

[b]. The station, provided it has first secured the approval of agency as far in advance as possible, may also cancel any broadcast covered by this contract and substitute a commercial broadcast of public importance.

[c]. In the case of a cancelled program, whether for the substitution of a sustaining program or a commercial program, the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates, discounts or rights shown on this contract, except that agency shall not be required to pay for the cancelled program.

[d]. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon, and the station shall reimburse the agency any non-cancellable cost of live talent.

5. RATES

[a]. It is agreed that the rate named in this contract is the lowest rate made by the station for like services and that if at any time during the life of this contract the station makes a lower rate for the same services, this contract shall be completed at such lower rate from that date.

[b]. All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

[c]. If this contract is continued beyond the time specified herein, the additional broadcasts shall be considered part of this contract and the same rate shall apply until any lower rate prevailing at the time this contract is made shall have been earned; and then such lower rate shall apply to the whole contract. This provision shall not, however, cover a service rendered by station later than one year from the date of the first broadcast.

[d]. In the event of revision of station rates or discounts, this contract may be extended at the rates and discounts herein shown without penalty of short rate or discounts on previous broadcasts hereunder, for a period of not more than fifty-two (52) weeks from the effective date of such revision; provided, however, that such extension is executed not later than thirty (30) days after the effective date of such revision.

[e]. In the event agency contracts with station for additional time for the advertiser hereunder the rates and discounts shown on the rate card on which this contract is based shall apply to such additional time for a period of fifty-two (52) weeks from the effective date of any revision of rates or discounts.

[f]. All broadcasts placed with station for the advertiser within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided, however, that announcements cannot be so combined with five (5) minute or longer programs.

6. PROGRAMS

[a]. The contract for station time includes the services of the technical staff and of a regular staff announcer. Other talent and service charges, if any, are covered in this contract and such charges are subject to change by the agency with the consent of the station.

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

[c]. Except as otherwise hereinafter expressly provided the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietory rights, resulting from the broadcasting of the programs herein provided for in the form furnished by the agency. The station agrees, however, to save the agency and advertiser harmless against all such liability where the programs are prepared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished by the agency. Station will save agency and advertiser harmless against all such liability with respect to music on station-built programs. Station will save agency and advertiser harmless against all such liability with respect to music on agency-built programs provided such music has been cleared and approved for broadcasting by a licensor designated by station. Agency will save station harmless against all such liability with respect to music on agency-built programs if such music has not been cleared and approved for broadcasting by a licensor designated by station.

[d]. Notwithstanding the indemnitor (party hereto on whom duty of defense is imposed) shall have assumed the defense of any litigation hereunder, the indemnitee, upon relieving the indemnitor in writing of its obligations hereunder with respect to such litigation, shall have the right, if it shall so elect, thereafter to conduct the same at its expense by its own counsel. It is understood, however, that by common consent, the litigation and the responsibility of the parties hereto may be handled in some other way. The indemnitor upon request shall keep the indemnitee fully advised with respect thereto and confer with the indemnitee or its counsel.

[e]. Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

[f]. The provisions of this paragraph shall survive any cancellation or termination of this contract.

7. GENERAL

[a]. This contract is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

[b]. The rights under this contract shall not be transferable to another advertiser than the one specified in this contract unless the consent of the station has been obtained.

[c]. In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

[d]. The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

[e]. All requests by agency for station to handle audience mail must be submitted to station in advance and approved by station.

[f]. The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

(OVER)

The Billboard

NOVEMBER 24, 1945

25 Cents

Gas-Pipe Broadcasting's a Biz

Four Colleges On Phone Line

IBS offers ad men new market thru regional net, schools the technical savvy

NEW YORK, Nov. 19.—Something new was quietly added to the field of network radio a week ago (12) when the Intercollegiate Broadcasting System tied together four Eastern Pennsylvania colleges—Swarthmore, Haverford, Bryn Mawr and the University of Pennsylvania—to form a regional college net operating on a permanent Class "B" telephone line. Long-range view in IBS's crystal ball is to establish regional webs like the Penn hook-up thruout the country, eventually pyramiding into a nationwide collegiate chain, tailor-made for advertisers as to audience and service. Now that the first toddling step has been taken, growth will undoubtedly be watched closely since IBS may be the answer to an ad man's dream—namely, a brand new national broadcasting set-up that will deliver a lush market, easily reached and analyzed.

The Billboard Cover Feature

From the day of its birth, IBS has functioned as a service to the college stations, supplying them with the technical savvy for setting up their stations and also with plans for programing. Big service was, and still is, a book containing complete know-how in the form of detailed instructions, blueprints and charts for constructing the peculiar feed-in to the power line used by the campus stations. FCC regulation permits such stations to operate without a license.

Nine Years Old

Started in 1936 as an idea-germ in the minds of two inventive students at Brown University, the first unofficial sprout budded at Brown as an "over-the-roof-tops" system, referred to jokingly as the "gas-pipe circuit," but by February, 1940, IBS had met, confabbed and drafted a constitution which made it the official clearing house for college radio info.

Thirteen college stations, mostly from New England, attended this first convention, including reps from the U. of New Hampshire and of Connecticut, Rhode Island State, Wesleyan, Harvard, Cornell, Yale and Columbia. Spreading rapidly, IBS soon had 50 colleges lined up, and the Standard Oil Company of New Jersey saying "yes" to a sponsored program.

National Advertisers

Before the war, IBS had already inked contracts with such top-flight advertisers as Old Golds, Camels, Beechnut, Ingersoll, Gruen and Helena Rubenstein. However, before IBS could get fat on this moolah the war broke and the ad dough evaporated. By the spring of '42, the armed forces' dredge had sucked the campuses almost dry. And, to complicate the IBS predicament, the manpower shortage hit them where it hurt, dragging their best technicians away to work as wartime fill-ins with commercial stations. Most disastrous of all for IBS was the shortage of crucial equipment. For want of a tube, many a college station had to sign off the air for the duration. Yet, at the rock-bottom of the slump, which was at the tail end of '43, IBS was still chugging along with 14 stations functioning thru the country.

Once the war was over and consumer shortages were no longer so acute, IBS snapped back fast. Soon after the V-J bells quit ringing, GE, RCA-Victor and *The Herald-Tribune* had poured some of their post-war advertising tin into the IBS poke, and the reasonable expectation is for more and juicier pacts on the horizon.

Just as big nets won't touch a drop of liquor advertising, so a number of colleges are dead against going commercial. Thus, IBS has two types of stations—commercial and sustaining.

As it operates today, IBS has many an attractive angle. Thru its station rep, Intercollegiate Broadcasting Station Representatives, the commercial operation is vastly simplified, due to the fact that IBSR can negotiate for all college stations under its wing. So the advertiser sponsoring an IBS program doesn't have to fool around with a bewildering mess of underlings. He gets one bill—no matter how many colleges he covers—writes one check.

Standardized Rates

Besides this, because all colleges are rated in advance on the basis af actual enrollment figures, IBS has standardized rates, with colleges classified according to their respective coverage. One half-hour show on an A-rated college station costs $30, B-rated $24, C $18, D $12. Rates not only apply to colleges now active with IBS but also to any colleges that might join up in the future since, in the light of staple IBS criteria, they're already pigeon-holed.

In IBS's hands, the advertiser's dollar gets a four-way split, 15 per cent for the agency's commish, 15 per cent for the station reps, 20 per cent to cover the IBS running expenses and a fat 50 per cent return to all its member stations, in proportion to their coverage, which augments the station fund for expanding facilities.

Studio Space Free

As the final flourish in economical operation, IBS gets its studio space gratis from the colleges and the stations are operated by students who work for the fun and experience of it. No ghost walks. And when they leave school, old IBS men now working as technicians with radio firms remember their old pals and come across with plenty of technical advice and aid on an off-the-cuff basis. This way, IBS gets the newest gadgets in the how-it-works department with nary a crease in the bank roll.

IBS's commercial pitch is the compactness, extreme pollability and quickly ascertainable consumer-yens of its listening audience. Without hemming and hawing, IBS can tell its potential advertisers the who, what, where and how concerning its listeners and be fairly sure that it will come up with a lot of the right answers. Surveys, conducted by 2,500 students always on tap and doing it for free, cut down any tendency on IBS's part to wander off base.

Future Investment

To clinch the proposition, the advertiser can not only get a good crack at a solid and ever-expanding market in the here and now, but also makes a gilt-edged investment in the future. When they get out of college, a good section of IBS listeners will constitute the cream of the spending public, composing that elite group that reads *Fortune*, goes for expensive gimmicks and plays a molding role in everyday commercial life.

Tho IBS hasn't got, and most likely couldn't get, a patent on its device to feed radio programs over a power line (the original patent owned by North American Public Utility org has run out), yet it has the savvy and this gives it, for all practical purposes, a corner on the college market now and tomorrow. Obviously, any college aspiring to radio broadcasting will be magnetized to the IBS orbit, since their technical manual alone is a real must.

A last big plus on the IBS ledger, tho no one's saying much about it but everyone's fingers are crossed, is the hope that from IBS's studios and experiments in college broadcasting may come the fresh, young talent to sparkplug radio and television tomorrow. Neither fully-fledged nor big-time, college broadcasting might play its biggest role, whatever else happens to it, as radio talent's proving-ground.

INTERCOLLEGIATE BROADCASTING SYSTEM 1940 IBS

The Billboard RADIO

CONSTITUTION

of the

INTERCOLLEGIATE BROADCASTING SYSTEM

Article I

The name of this organization shall be the Intercollegiate Broadcasting System, Incorporated.

Article II

The Intercollegiate Broadcasting System, Incorporated, shall be a non-profit corporation of college broadcasting and programming groups dedicated to mutual assistance and the furtherance of education, entertainment, and good will through radio.

Article III

Any broadcasting and programming group operated by or for the students of a college and sanctioned by the administration which it serves, and not operated for the profit of any individual or group of individuals, shall be eligible for Membership in the Intercollegiate Broadcasting System, as follows:

1. Any such group in the process of organization, or with facilities under construction, shall, upon proper application, be granted Trial Status at the discretion of the Station Relations Manager.

2. Any eligible group shall, upon proper application, be granted Membership by the Executive Committee on the condition that it fulfills all membership requirements and is operating under all applicable codes.

3. Any group not eligible for Membership, whose purpose coincides in whole or in part with that of the Intercollegiate Broadcasting System, shall, upon proper application, be granted Affiliate Status by a two-thirds vote of the Governing Council.

4. All Members and Affiliates shall abide by applicable codes governing General, Business, Technical, and Program operation, adopted by the Governing Council.

I210.1A-100-11/29/45

Article III

5. Upon sufficient evidence that any Member or Affiliate has violated any applicable codes or other requirements, that group may be removed from Membership or Affiliation by a two-thirds vote of the Governing Council.

Article IV

All authority within the Intercollegiate Broadcasting System shall reside in and derive from each Member broadcasting and programming group, through their representatives, to be known collectively as the Governing Council, as follows:

1. The Governing Council shall consist of one representative chosen by each Member group to serve a term to be determined by that group.

2. The Governing Council shall meet once within the months of May, October, and December of each year, and at other times set by a one-thirds vote of the Governing Council.

3. Each Governing Council representative shall have one vote.

4. The Governing Council Chairman shall be a representative and shall be elected by the Governing Council to serve for one meeting.

5. A quorum in meeting shall consist of two-thirds of the representatives, and through the mails of ballots returned by two-thirds of the representatives within twenty days of receipt. All questions before the Governing Council shall be decided by the majority unless elsewhere restricted.

6. Any representative may place new business before the Governing Council through the mails and receive a vote within thirty days.

7. The duties of the Governing Council shall be:

   A. To legislate upon all matters before the corporation.
   B. To finance the Corporation through equitable assessment of its members.
   C. To carry out such other duties as are set forth in the Constitution or shall hereafter be decided by the Governing Council.

Article V

The Executive Committee shall transact all business as directed by the Governing Council and shall propose matters of policy to be subject to the approval of the The Governing Council, as follows:

1. The Executive Committee shall consist of the Chairman, and the Managers of the following Departments: Technical, Business, Program, Station Relations, and such other departments as shall be established by a two-thirds vote of all the representatives.

2. The members of the Executive Committee shall be elected by a Governing Council at each December meeting to serve a term of one year.

3. At each meeting of the Governing Council, the Executive Committee shall present to the Governing Council a complete report of its activities for the preceding period, anda prospectus of all activities and expenditures for the following period.

4. Any member of the Executive Committee may be removed from office by a two-thirds vote of the Governing Council in meeting.

Article VI

1. The Directors of the Corporation shall be:

   a. Three members of the Executive Committee, elected by the Governing Council to serve a term of one year;
   b. Nine persons, not undergraduates in any college nor members of the Executive Committee, elected by the Governing Council to serve a term of three years, three to be elected each year.

2. The Directors of the Corporation shall meet annually in the month of December for the purpose of electing officers, and at such other times as they deem necessary to fulfill the duties listed below.

3. The Directors of the Corporation shall:

   a. Receive, hold, and disburse all real and personal estate as the Executive Committee shall request at the discretion of the Governing council;

Article VI

b. Retain the seal of the Corporation and affix it to all instruments of the Corporation in the name of, and by the authority of the Governing Council;
c. Supervise the audit of all books of account and report annually on the state of the treasury to the Governing Council in meeting;
d. Advise the Executive Committee or the Governing Council upon any matter that the latter shall direct.

Article VII

1. The officers of the Corporation shall be the President, Vice-President, Secretary, and Treasurer.

2. These officers shall be elected by and from the Directors of the Corporation to serve a one-year term.

3. The duties of the Corporate officers shall be as follows:

   a. The President shall fix the time and place of meetings of the Corporation and shall preside at such meetings;
   b. In the absence of the President, the Vice-President shall assume his duties;
   c. The Secretary shall have custody of the Seal and shall keep minutes of all meetings;
   d. The Treasurer shall have custody of all corporate monies, securities, and properties.

Article VIII

1. Amendments to the Constitution shall be adopted by a three-quarters vote of the Governing Council, after at least one month has elapsed after their original proposal.

2. By-laws to the Constitution shall be adopted by a majority vote of the Governing Council.

   a. Each By-law shall automatically lapse after a period of three years, unless re-affirmed by the Governing Council.

Article IX

This Constitution shall be adopted by a three-quarters vote of the Board of Governors of the Intercollegiate Broadcasting System, and shall take effect Monday, November 26, 1945; it shall be binding, together with all By-laws and applicable codes hereafter attached, upon every Member and Affiliate; and it shall supersede the Constitution of the Intercollegiate Broadcasting System (adopted December 26, 1940), as amended, and all previous documents.

1210.5A--100--11/29/45

BUSINESS CODE

1. The Members' national advertising resprentative shall be appointed by the Governing Council of the Intercollegiate Broadcasting System. The station agrees to contract no national advertising through any other representative.

2. The member agrees not to contract the following types of local or national advertising:

   a. Any advertising statement which the station knows to be false, deceptive, or grossly exaggerated.

   b. Misleading statements of price or value, or misleading comparisons thereof.

   c. Unfair attacks upon competitors, competing products, or upon other industries, professions, or institutions.

   d. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of the law.

3. The Member agrees not to contract the following types of local or nation advertising unless specifically approved by the college administration:

   a. Any spiritous or "hard" liquor

   b. Any horse racing or gambling enterprise.

   c. Cures or products claiming to cure.*

4. No advertising will be acceptable which attempts to directly influence the listener on political or social issues.

5. In news programs, the advertiser or his agent may not exercise any control over the news broadcast. Any contract which includes such a provision will be unacceptable. There will be a distinct separation between news and commercial copy, and no copy tending to disguise a commercial as news will be acceptable.

6. The Member will inform the national advertising representative of the Intercollegiate Broadcasting System of any change in scheduled commercial program at least one day in advance. In case of emergencies, notification must be sent within 24 hours.

6. The books of the member station shall be audited once a year by a Certified Public Accountant or by an individual authorized by the college administration. The station will make the auditor's report available to the Business Manager of IBS, or his representative, on request. All information will be held in strict confidence by the Governing Council.

B153A--30--11/29/45

*Wording has been changed in the interest of clarity at the suggestion of IBSR.

1. The Member's national advertising representative shall be appointed by the Governing Council of the Intercollegiate Broadcasting System. The station agrees to contract no national advertising through any other representative.

2. The member agrees to exclude any of the following types of local or national advertising:

a. Any advertising statement which the station knows to be false, deceptive, or grossly exaggerated.

b. Misleading statements of price or value, or misleading comparisons thereof.

c. Unfair attacks upon competitors, competing products, or upon other industries, professions, or institutions.

d. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of the law.

3. The Member agrees not to contract the following types of local or national advertising unless specifically approved by the college administration:

a. Any spirituous or "hard" liquor.

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6. The Member will inform the national advertising representative of the Intercollegiate Broadcasting System of any change in scheduled commercial programs at least one day in advance. In case of emergencies, notification must be sent within 24 hours.

7. The books of the member station must be audited once a year by a certified public accountant or by an individual authorized by the college administration. The station will make the auditor's report available to the Business Manager of IBS, or his representative, on request. All information will be held in strict confidence by the Governing Council.

SBSM--30--11/29/45

*This has been retained in the interest of clarity at the suggestion of BIK.

MEMBER STATION GENERAL CODE

The General, Business, Technical, and Program Codes drawn up and approved by the Governing Council shall be complied with fully at all times by Members; where applicable, by Affiliates; and as quickly as possible by groups with Trial Status.

1. Every member shall assume full responsibility for its acts and the acts in its behalf of individuals associated with it or under its direction.

2. Every member shall offer to all students of the institution which it serves who are equally qualified in effort, attitude, and ability, equal opportunity to join and participate in its activities.

3. No member shall distribute profit, pay dividends, or otherwise compensate persons associated with it or under its direction, except in the payment of reasonable fixed salaries for services rendered, or in the payment of loans with legitimate interest.

4. Every member shall have and adhere to a constitution registered with the Intercollegiate Broadcasting System and setting forth its objects, organization, and policies, or shall reduce to writing such objects, organization, and policies as it may have and register the same with the Intercollegiate Broadcasting System.

5. All changes in the objects, organization, or policies of any member shall be registered in writing with the Intercollegiate Broadcasting System no more than 21 days after they become effective.

TECHNICAL CODE

All technical and specialized terminology employed herein is used in the manner prescribed by the Federal Communications Commission in its "Rules and Regulations" and in its "Standards of Good Engineering Practice;" no other definitions shall be construed to apply, and no other meaning shall be inferred.

Each Member which operates or participates in the operation of a system disseminating programs through the use of one or more carrier current devises shall adhere to the following technical regulations and standards of good engineering practice:

a. No carrier frequency of less than 540 nor more than 700 kilocycles per second shall be employed in such a system, unless higher frequencies are approved by the Technical Manager.

b. No carrier frequency shall be employed within 10 kilocycles per second of the carrier frequency employed by any standard station whose 100 microvolt per meter contour encloses any part of the service area of the system or within 20 kilocycles per second of any standard station whose 500 microvolt per meter contour encloses any part of the service area of the system.

c. The service area of each system shall be limited to college-owned buildings of the college it serves, and to other property associated with college life.

d. Radiation of the fundamental wave and all harmonic and spurious radiations shall not exceed 15 microvolts per meter at a distance of the wavelength divided by 2 pi from all radio-frequency lines and buildings which comprise the system.

e. Each system should employ the following studio facilities:
   1. Two or more independently attenuated microphone channels and microphones;
   2. Two separately attenuated phonograph channels, or a single attenuated channel employing instantaneous switching between two phonograph pickups;
   3. One separately attentuated input for one or more remote lines, which may be combined by means of instantaneous switches with one phonograph input channel, if two separately attenuated phonograph channels are provided;
   4. Two 78 r.p.m. turntables and lateral pickups and one 33 1/3 r.p.m. turntable and lateral pickup. Latter may be combined with one 78 r.p.m. unit;
   5. Loudspeaker monitoring in all separate control rooms and earphone monitoring in all control locations;
   6. Volume indicator on program output.

f. Each system shall meet the followihg standards of performance:

1. Transmitter modulation capability: 95% A.M.
2. Distortion introduced after microphone or phonograph input: less than 7.5% r.m.s. at 95% modulation measured at 1000 or 400 cycles per second.
3. Overall frequency response of system introduced after microphone and phonograph inputs; flat within plus or minus 2db. of the 400 or 1000 cycle per second response from 100 to 5000 cycles per second.
4. Carrier frequency stability: plus or minus 50 c.p.s. under all operating conditions.
5. Noise and hum introduced after microphone: 30 db. or more below level of 100% modulation from 100 to 15,000 c.p.s.

g. Each member shall keep an operating log and record in it the following information:

1. The exact time the carrier and modulator are on and off;
2. The plate current of the final RF stage measured at weekly intervals;
3. The carrier frequency as measured at dialy intervals if self-excited and located at the station, and weekly intervals if remotely located, by a method approved by the Technical Manager;
4. Reasons for interruptions of service.

May	June	July	August	September
322.15	212.28	751.94	776.30	725.00
237.29	137.38	90.14	164.78	296.31
34.57	9.00	9.00	17.10	11.25
683.45	1317.49	140.00	63.89	110.14
37.62	40.24	35.00		
3.05	55.32			
.35			1.00	
7.25	50.00	80.96		
545.00		45.74 (balance on tax)		
1.66				
5.50			34.54	150.00
(Recording)	143.48			
(Office Equpt.)	80.00	149.03	305.15	225.15
75.00 (L.Diamant for netw.show)				
35.00 (Hutchins' present)				
		16.15 (tech.exp)		1.35
		2.00 (overcharge)		
	(Linton,expenses)	115.48	34.04	14.46
	(radio parts)	94.61	280.19	290.00
	(petty cash)	30.50	45.00	30.00
			223.16 (taxes)	
1987.89	2045.19	1560.55	1945.15	1853.66

October	November	December	TotelTotal	
882.10	814.55	584.93	5548.92	Salaries
346.95	173.88	586.39	2210.96	Office Expenses
41.75	19.00	2.00	200.87	Postage
			4234.31	IBSR Commission
			217.86	Rent
			167.54	Telephone
	9.00(Subscr.)	10.00	30.30	Subscriptions
	(meeting exp.)	15.44	175.65	Meeting Exp.
			590.74	A.T.& T.
			1.66	Telegrams
	21.13 (travel)		211.17	Traveling Exp.
			143.48	Recording
162.87	35.93 (Office equipt.)		958.13	Office Equipment
			200.00	G.A. (old debt)
			75.00	L.D. (nat.show)
			35.00	W.H. (present)
13.17(tech.)	48.97	31.15	110.79	Technical Exp.
			2.00	Overcharge
64.98 (Linton,trav.exp.)			228.96	D.L.,trav.exp.
	41.29	30.00	736.09	Radio Parts
30.00	30.00	40.00	205.50	Petty Cash
357.20			590.36	Taxes
1849.02	1193.75	1120.88	17,270.29	Total

Contracts Signed by IBSR

Date	Account	Amount
April 4, 1941	Finchley, Inc.	$ 120.60
Sept. 10, 1941	R. J. Reynolds Tobacco	4,500.00
Jan. 20, 1942	R.J. Reynolds Tobacco Co.	5,350.00
March 1, 1942	Beech-Nut Packing Co.	6,255.00
March 11, 1942	Beachcomber Club	78.00
August 12, 1942	Arrow Shirts	336.00
Oct. 19, 1942	Readers Digest	150.00
Oct. 22, 1942	Old Gold	3,307.50
Oct. 22, 1942	Biltmore Hotel	47.60
Dec. 15, 1942	Old Gold	4,335.00
Jan. 31, 1942	Saturday Evening Post	378.00
March 12, 1943	New York Telephone Co.	680.00
December 3, 1943	New York Telephone Co.	500.00
December 6, 1943	Ingersoll Watch Co.	2,867.50
March 2, 1944	New York Telephone Co.	294.00
May 4, 1944	Ingersoll Watch Co.	3,745.00
May 29, 1944	New York Telephone Co.	420.00
Oct. 17, 1944	Helena Rubinstein	14,550.00
Nov. 5, 1944	Ingersoll Watch Co.	1,887.80
Nov. 8, 1944	General Electric Co.	4,939.40
Jan. 1, 1945	RCA Victor	18,470.40
Feb. 9, 1945	General Electric	5,670.60
Feb 22, 1945	General Electric	1,397.50
March 4, 1945	Gruen Watch Co.	10,169.30
June 15, 1945	General Electric	5,750.00
May 29, 1945	New York Herald Tribune	2,495.00
Sept. 25, 1945	General Electric Co.	5,975.70
Nov. 1, 1945	New York Herald Tribune	1,850.00
	TOTAL	$106,614.90

TO BE POSTED

The Microphone

"VOICE-OF-THE-YALE-CAMPUS"

Volume One. Tuesday, March 26, 1946 Number One

STATION CALL LETTERS BECOME WYBC AS YALE'S RADIO ENTERS FIFTH YEAR

HEELERS QUALIFY FOR ADMISSION TO WYBC AFTER EXTENSIVE PERIOD OF RADIO WORK

To the new member of the Yale Undergraduate Body, the freshman in plain English, who, after a careful indoctrination by father and family, leaves the home to enter the hallowed halls of this university the word heeling doesn't mean much. It seems that the "old man" just forgot to mention the darn thing or that there was no such thing in the good old days when Yale still won every football game. Well, set your mind at ease. You may find a number of people on the campus who can tell you what it stands for, but your writer must confess that he was unable to locate one single person in this Elm City who could explain the origin of this mysterious word. For the present, in spite of what other people say, we will disregard any connection it may have with America's No. 1 shoe accessories. As far as WYBC goes, the word has a very definite meaning and usage.

Every term WYBC opens the doors to its studios to welcome the men on the campus who are interested in the station itself, in Radio in general, and everything connected with it. This occasion is usually publicised on College bulletin boards and on the air as the beginning of a "Heeling Competition". This contest begins with an organizational meeting, usually held at W. L. Harkness and reaches its climax after several weeks in the election of the best and most qualified men to the board of this station. At this earlier meeting the prospective heeler is told about Broadcasting Corporation. Usually, the men interested in Radio are concerned with only a small field of this tremendous subject, and here again this station has what the heeler wants. The administrative set-up of the station is explained to the heeler and he can choose the proper department to suit his interest. Be it Program, Business, Technical or Public Relations, or one of the many smaller divisions set up under these four major departments, the heeler can concentrate and work during the competition in the department suited to his interests and tastes.

All heelers, however, are expected to learn how to announce and monitor, and so be able to put the station on the air and keep her there and live up to the standards set by the founders of this station.

The board members, who operate the station, teach and direct heelers in their activities at the studios. As the comp. progresses, members judge heelers by their interest, the amount of time spent at the station and the quality of work put out. These are major considerations in voting a heeler on to the board.

At the end of the competition two very momentous events take place. One is the election of new members to the board of WYBC and the other—by some people considered of equal importance—is the "Heelers Party". A big social event in the life of the station, the party is given by the members of WYBC for the heelers, before elections are held and all heelers are invited to attend. Shortly thereafter, usually on the following day, a board meeting is held and the heelers who have proven themselves to be assets to the station are elected to the board. So far, WBYC has been extremely lucky in attracting the best and most able men on the Campus to Heel and for the benefit of the Undergraduate body, whom we are serving, we hope to keep this record up.

The Yale Radio Station has changed its call letters to WYBC, effective this Spring Term, in the only move of this nature made by the station since its establishment on the campus in 1941.

Known formerly as WOCD, the use of the new name will not affect the scheduled times of broadcasting nor the operating frequency of the station in any way. As always, the "Voice of the Yale Campus" will be on the air from five to 12 P.M. and from seven to nine A.M. every day except Saturday, when there are no evening broadcasts, and Sunday, when the programs start at six instead of five P. M.

The change of call letters came as a result of a major change in the organization of Yale's youngest extra-curricular activity. Having been operating under the handicaps of small personnel and incomplete organization, it was decided by the board, in a meeting held last February, to enlarge the membership of the station, and to reorganize its administrative setup.

The station was long erroneously known as the Yale Broadcasting System—when there is, of course, only one station. The decision was made to change the misnomer to the Yale Broadcasting Company, and to use the initials of the new name as the call letters.

Until the coming elections in May or April, the top administrative positions were filled by acting heads. These are: Ed Piper, Chairman; Bill Lamborn, Vice-Chairman; Chuck Fremd, Program Director. The regularly elected or appointed heads of their respective divisions, who will continue in office through the elections, are: Jim Damon, Business Manager; Frase Morse, Technical Director; Dan Weinig, Public Relations Director; and the following heads of departments: Art Greenfield, Continuity; Hal Sutcliffe, News; Don Usher, Sports (acting); Gil Carter, Announcing; and George Smith, Monitoring.

The Microphone
"Voice of the Yale Campus"

Published monthly by WYBC, the Yale Broadcasting Company, with offices at 193 York Street, New Haven. Conn.

OFFICERS OF WYBC

Chairman (Acting) .....Edmund L. Piper
Vice-Chairmen (Acting).....William Lamborn
Lynn Miller
Program Director (Acting)....Charles S. Fremd
Business Manager ..... James G. Damon

For THE MICROPHONE

Public Relations Manager.....Daniel P. Weinig
Editor ..... Thomas F. Stroock
Art Editor ..... Alan R. Bush

Staff
Heinz Gelles, William H. Doherty,
Roger S. Horchow, Gerald R. Berry.

AN EDITORIAL

WYBC has hoped for some time to acquire a means other than the radio loudspeaker for contacting the large body of its listeners—the Yale Students. The solution to this problem has been found in THE MICROPHONE, a publication of WYBC to be devoted exclusively to college radio. The necessity for such a news journal is obvious. Aside from the program schedule which will be found on the back page of every issue, the board of the Yale Broadcasting Company would like to bring radio directly to its listeners by better acquainting them with the workings of their radio station. While radio operations frequently vary, the principle is always the same; namely, that you as listeners must receive programs designed exclusively for your listening pleasure.

WYBC, for all practical purposes, may be considered as a wartime product. Founded in 1941, it is the youngest of Yale's major extra-curricular activities, and has operated reasonably well in a community concerned with war issues and related problems. Now, as Yale returns to the welcome ways of peacetime living, WYBC must be aware of the new difficulties which will soon confront it.

(Continued on Page 3, Column 1.)

YALE RADIO WORKSHOP GRADUATES TO WNHC AFTER POPULAR RUN ON YALE'S OWN STATION

The Yale Radio Workshop, a regular weekly feature of WYBC for the past few months, has attracted considerable attention since its first commercial broadcast to the New Haven audience of radio station WNHC, the "Voice of Greater New Haven," last Friday, the 22nd of February.

With the recognition of the real excellence of direction, production, and acting accomplished by the members of the Yale Drama School in this popular radio program, WYBC regretfully writes "finis" after a highly respected name on its schedule, as the Radio Workshop graduates to the big leagues.

It started during the Summer Term of 1945, when Alan Hodshire, one of the Drama School's more ambitious students, was visiting the studios of "Yale's Own Radio Station". As he stood there watching the monitor feed a constant stream of phonograph records to the surrounding turntables, it occurred to him that too much of the station's broadcasting time was devoted to recorded music. In his opinion, what WYBC (or WOCD, as it was then known) needed was a live program; and what could be more suitable than a program of radio dramas produced by Yale's own students? Alan immediately discussed his idea with "Doc" Whitney, Program Director, and Hartley Rogers, Chairman of the Board, both of whom were quick to realize the value of his suggestion. Consequently, Producer-Director Hodshire was soon out recruiting a cast, and plans for the first production of the Yale Radio Workshop were underway.

It was not long before Hodshire and his newly acquired cast, which included Barbara Shure, Dick Rider, Bill McMillan, Nina Sittler, and Frank Corsaro, became involved in the agonies of first rehearsals. Neither the station nor the dramatic group was prepared to meet the other. Board members were astounded to find themselves barred from the studios during "off-the--air" hours, when the newcomers seemed to have seized control of the whole works; heelers were overjoyed to find that they could not empty the waste baskets, because all of them had been appropriated by the sound effects man. In the control room complete confusion reigned, as George Smith fought to master the art of handling the innumerable recorded effects with only two hands. To top off the situation, WYBC was then in the throes of one of its notorious technical depressions, during which microphones were liable to "pop off" at any minute and the transmitter itself, likely to give up the ghost. In view of all this, it was in an atmosphere of well-founded and justifiable suspense that the members of the Yale Broadcasting Corporation crowded into the front room of the studios to watch the first play, Norman Corwin's "Alter Ego," go over the air. Despite occasional flaws, general confusion, and the nervous tension which hovered over everyone, including Hodshire himself, the broadcast "went over," and the listening public of Yale heard a new, novel, and really good program initiated.

During the weeks that followed, WYBC became adjusted to its new program, while the Drama School Group slowly learned to expect, but overcome, the minor production difficulties which any college radio station often experiences. The majority of plays given during the first half of the term were those of Norman Corwin, including such production as "Daniel Webster and the Sea Serpent" and the very popular "Plot to Overthrow Christmas," which was presented just prior to Christmas vacation. The latter play was undoubtedly one of the best-produced and most well-received programs of the term.

In January, 1946, the Yale Radio Workshop changed to a more popular listening time, eight o'clock on Tuesday evenings. By now, the group was a smoothly-functioning organization. It was not long before their talents were noticed by people from outside the University. Then, one evening, while the Workshop was dramatizing Stephen Vincent Benét's "Elementals," a visitor entered the station and observed the entire broadcast from the outer room. The visitor was Ken Carter, Program Director of WNHC, the "Voice of Greater New Haven." Before the evening was over, it was accepted information that the Yale Radio Workshop was to leave WYBC for bigger stake. On Tuesday, January 29, Alan Hodshire's radio dramatists produced Corwin's "Mary and the Fairy," their last program to be limited by the walls of Yale.

WYBC is happy to have been the starting place of an organization capable of such swift success, and its members take pride in the knowledge that they have helped to contribute towards the promotion of that success. To the workers of the new Yale Radio Workshop the workers of the new Yale Broadcasting Corporation offer heartiest congratulations and sincere wishes for good luck in their ruture radio career.

Yale Collegians In Radio Debut

On Wednesday night, February 6th, WOCD broadcast the Yale Collegians Orchestra for the first time. The program was by no means a success. Unfortunately, reception was somewhat poor, and the acoustical arrangement of microphones distorted the musical balance of Yale's dance band. WOCD's technical men immediately set about solving the problems presented by airing a 17-piece band, however, and all parties concerned have benefited considerably, and have attained much toward finer programs for Yale men.

The Yale Collegians—"America's No. 1 College Dance Band," is an organization which began a good many years ago. Since then, many music-world names have spent college days in the orchestra, such as Rudy Vallee and Barry Wood. The Yale Collegians toured college dances all over the coast.

The present group was organized by Bob Cinq-Mars, of the Yale School of Music. Cinq-Mars spent his undergraduate days leading the Bowdoin "Polar--Bears," and assumes the front man role now, in the Yale Collegians, with his alto sax and clarinet. Cinq-Mars' arrangements are rated as 'tops" by those who know, and he's considered well on his way to genuine "name-hood" in the entertainment field.

After its re-organization at the beginning of this term, you'll probably be hearing a lot more of the Yale Collegians—over 640 on your dial and otherwise!

AN EDITORIAL

(Continued from Page 2, Column 1.)

Radio is a public servant, THE MICROPHONE will try and make this fact more and more apparent with WYBC. It is you, the listeners, who decide what we broadcast and how we broadcast it. Criticisms are not only accepted, they are welcomed.

Each issue of THE MICROPHONE will attempt to give you a progressive picture of what is happening at 193 York Street at present, and what the plans are for the future. It will also give you a picture of college radio in general, and of the contributions that radio stations on campuses throughout the country are making toward the advancement of the radio industry.

WYBC ENTERS INTO FIFTH YEAR AS MEMBER OF INTERCOLLEGIATE BROADCASTING SYSTEM

STATION HAS PLAYED LEADING ROLE IN IBS HISTORY

The Intercollegiate Broadcasting System, in which WYBC has long played a leading part, has added three new members to its chain since December, bringing the total number of member colleges to 26. Newly elected to IBS are North Carolina State, South Carolina, and Pembroke, (the women's college in Brown University.)

Many readers have been wondering what the Intercollegiate Broadcasting System is, and what it has to do with Yale and WYBC. IBS is a regular broadcasting system composed of only college radio stations. It was founded in 1940 with the main purpose of uniting the college radio stations all over the country into one regular radio chain.

Delegates are elected at each of the member stations and they keep in contact with the IBS headquarters, whose offices are located in New York City. These delegates make proposals by mail which might be of benefit to other stations, or attend regularly scheduled meetings to discuss the college station's problems and to receive suggestions on improving coverage, revenue, service, and technique. New ideas for programs are exchanged and other matters of common interest brought up.

Any proposals to the addition or amending of rules set by former IBS Councils may be voted on, and motions passed by a two-thirds majority. For instance, Yale may know of a national advertising concern who would be interested in placing some advertising in our network. If we can interest the advertiser in using IBS we can be doing a service to some other universities, while they can do the same for us. If IBS gets a general add, all the college stations can thereby benefit.

Each month IBS in New York prints a bulletin which is sent to all the members of the IBS. Every issue contains some news from each station. This news will tell about new programs started, or will have comments and suggestions by members of the various stations which might be of interest or value to members of other stations. Letters are frequently published which might be of general interest to the other stations.

The members and associate members of the Intercollegiate Broadcasting System are: Alabama, Brigham Young, Brown, Bryn Mawr, Bucknell, Columbia, Cornell, Harvard, Haverford, MacMurray, Mary Washington, North Carolina State, Ohio University, Pennsylvania, Princeton, Radcliffe, Russell Sage, St. Lawrence, South Carolina, Stephens, Swarthmore, Union, Wellesley, Wesleyan, Williams, and Yale.

A STORY IN EXPLANATION OF THE PROCESS BY WHICH WYBC SIGNS ON THE MORNING AIR

It is half past six in the morning. In the dark coldness, the bricks of the two story building at 193 York Street reflect with a strange whiteness. Three sleepy eyed individuals stumble up the street, turn and enter the building. Inside there is a low murmur of conversation as they pull off their overcoats and light up the first smoke of the morning.

There is a moment of silence as the ends of three cigarettes glow in the hallway; then the little group breaks up. The lights come on in the two rooms filled to overcrowding with chairs, tables, queer looking cabinets, wires, microphones, and shelves of records.

An oblong window is cut into the soundproof walls that separates the rooms. Facing the window is a desk covered with switches, lights, buttons, and littered with papers. The stoutest of the trio seats himself in the chair behind this desk. He flicks on that far switch and a red light blinks on. A pull on the short lever projecting from the top of that tall black board against the wall, and a low whirring noise fills the room and dies away. Two buttons are jabbed and two green lights flash.

The blond lad with the fuzz on his face is engaged in searching among the shelves of records. In one hand he has a list; with the other hand he gropes among the discs, draws one from the racks and places it on the desk. The first two platters are already on the green baize turntables, with the needles of the playing arms in the first groove of the records.

The eldest of the three, the one who looks as if he has been up dissapating all night, and who has, moves into the far room. He pulls a set of earphones over his unkempt hair and slogs into a seat. Drawing a small table mike over in front of him he holds up two fingers to the window. The monitor at the desk nods—mike two.

As the fuzzy faced one hangs around in the background, with a slightly beaverish pression suggested by his buck teeth, the other two stare at the electric clock that juts out from the wall. The second hand sweeps around once, twice, three times. It is 6:58. A nod from the announcer, and the turntable to the right begins to revolve. A scarred and fingerprinted record gives forth the strains of the National Anthem. The music squeals through the earphones giving visible pain to a visible hangover.

Through the wires and into the radio sets of other early risers travels the sound. And in a melodious voice so different from his appearance, the announcer chortles the glad news to all the early risers. It is seven o'clock, this is WYBC, and the Yawn Club is on the air.

WYBC PROGRAM SCHEDULE

Sunday

A.M.

5:58 Sign On
6:00 Popular Music
6:15 Yale Interprets the News
6:30 Dinner Music
7:00 World News
7:05 It's All Yours
7:30 Sports Roundup
7:35 It's All Yours
8:00 Red, Hot, & Blue
9:00 Design for Study
9:45 Sacktime Serenade
10:00 World News
10:05 Symphony Hall
11:00 Stardust Time
12:00 Sign Off

Monday

A.M.

5:58 Sign On
7:00 Yawn Club
7:30 World News
7:35 Yawn Club
9:00 Sign Off

P.M.

4:58 Sign On
5:00 Musical Matinee
6:00 Dinner Music
7:00 World News
7:05 It's All Yours
7:30 Sports Roundup
7:35 It's All Yours
8:00 Red, Hot, & Blue
8:55 Campus News
9:00 Design for Study
9:45 Sacktime Serenade
10:00 World News
10:05 Symphony Hall
11:00 Stardust Time
12:00 Sign Off

Tuesday

A.M.

6:58 Sign On
7:00 Yawn Club
7:30 World News
7:35 Yawn Club
9:00 Sign Off

P.M.

4:58 Sign On
5:00 New Releases
6:00 Dinner Music
7:00 World News
7:05 It's All Yours
7:30 Sports Roundup
7:35 It's All Yours
8:00 Red, Hot, & Blue
8:55 Campus News
9:00 Symphony Hall
9:45 Sacktime Serenade
10:00 World News
10:05 Design for Study
11:00 Stardust Time
12:00 Sign Off

Wednesday

A.M.

6:58 Sign On
7:00 Yawn Club
7:30 World News
7:35 Yawn Club
9:00 Sign Off

P.M.

4:58 Sign On
5:00 Musical Matinee
6:00 Dinner Music
7:00 World News
7:05 It's All Yours
7:30 Sports Roundup
7:35 It's All Yours
8:00 Red, Hot, & Blue
8:55 Campus News
9:00 Design for Study
9:45 Sacktime Serenade
10:00 World News
10:05 Symphony Hall
11:00 Stardust Time
12:00 Sign Off

Thursday

A.M.

6:58 Sign On
7:00 Yawn Club
7:30 World News
7:35 Yawn Club
9:00 Sign Off

P.M.

4:58 Sign On
5:00 Hit Parade
6:00 Dinner Music
7:00 World News
7:05 It's All Yours
7:30 Sports Roundup
7:35 It's All Yours
8:00 Red, Hot, & Blue
8:55 Campus News
9:00 Symphony Hall
9:45 Sacktime Serenade
10:00 World News
10:05 Design For Study
11:00 Stardust Time
12:00 Sign Off

Friday

A.M.

6:58 Sign On
7:00 Yawn Club
7:30 World News
7:35 Yawn Club
9:00 Sign Off

P.M.

4:58 Sign On
5:00 Musical Matinee
6:00 Dinner Music
7:00 World News
7:05 It's All Yours
7:30 Sports Roundup
7:35 It's All Yours
8:00 Red, Hot, & Blue
8:55 Campus News
9:00 Design For Study
9:45 Sacktime Serenade
10:00 World News
10:05 Symphony Hall
11:00 Stardust Time
12:00 Sign Off

Saturday

A.M.

6:58 Sign On
7:00 Yawn Club
7:30 World News
7:35 Yawn Club
9:00 Sign Off

Intercollegiate Broadcasting System 507 Fifth Avenue, New York 17, N.Y.

INTERNATIONAL UNIVERSITY BROADCASTS

The Intercollegiate Broadcasting System, an organization of over thirty college radio groups in the United States and Canada, plans to establish an international broadcasting service. Assurances of interest in the project and promises of cooperation have been received from about one hundred American universities not directly affiliated with IBS, in addition to the present members of IBS.

We believe that university people everywhere, both students and faculty, have a stronger feeling of international untiy and understanding than the general public. Exchanges of students and teachers have done much to bring schools closer together, and the cooperation of scholars and scientists the world over on common problems has furthered this feeling of understanding. The aim of our project is to increase the scope of this understanding and to bring university people into closer intellectual and cultural unity by the presentation on an international scale of programs directed particularly at college communities. They will be programs not available through other broadcast services, which, by giving free expression to differing cultures and attitudes, will help crystalize a genuinely international viewpoint.

Existing international broadcast services are largely one-way arrangements, consisting mainly government-sponsored programs designed to interpret one nationa to the rest of the world. The core of our plan is the production of programs with an international viewpoint, not representing any one nation, and not serving as the voice of any government. Material for programs will be drawn from the whole world of education and the programs will be presented to university communities in all cooperating countries.

Special-interest broadcasting for the college community would not compete with regular radio but would rather be designed to supplement it. The higher educational level of the listening audience will free the programs from many of the restrictions of broadcasting aimed at the general public. In the United States the college community is definitely not well served by radio, and special interest broadcasting in colleges has been carried on successfully for ten years by the members of the Intercollegiate Broadcasting System.

Among the programs presented should be documentary material on events of world importance, not reporting of world news, but rather the interpretation and discussion of material in terms of background and trends. The emphasis of such bprograms will be on the opinions and attitudes of university people everywhere about these events rather than on a narration of the events themselves. Such documentary programs would make use of dramatic techniques and of recordings of the actual events as well as narration and discussion. Recordings of important events, including meetings of the various UN councils, speeches, and "on-the-spot" news events are available and can be used in later documentary programs of this kind.

Discussion, commentary, and interviews are important methods of presenting varied viewpoints. Most universities include some students from all parts of the world. These as well as visiting foreign scientists, educators, and government officials will participate in radio discussions. These programs will originate from all cooperating colleges where suitable groups aan be assembled; similar discussions in different languages on identical topics will be prepared and distributed to all members.

A series of commentaries will originate from many points and each speaker will base his comments on the ideas expressed by his predecessors.

Special attention will be given to programs dealing with various aspects of university life, such as comparisons of educational systems, student activities, student movements, university government, and student and teacher exchange programs, all of which will show university people how similar problems are being handled in different universities in various parts of thw world.

Musical and literary material may be used where it contributes to an understanding of cultural differences and similarities.

Groups within the universities will assist in the preparation of program material. Drama societies, school orchestras, choruses, and radio groups will furnish a variety of talent. Many colleges have radio workshops; members of IBS operate fully equipped campus radio stations, and it appears likely that the number of campus stations will double within the next two years. Twenty-four colleges in the United States now operate educational AM stations, and the installation of hundreds of educational FM stations is anticipated during the next decade. Many of these can be expected to cooperate in the preparation and broadcasting of international programs. A central organization should plan program operations, requesting material from cooperating groups, combine and edit this material and distribute the completed programs. International in character and the composition of its staff, this organization will be without national bian and will attempt to give an unprejudiced presentation of all subjects.

In the United States the broadcasting of these programs to their intended audience will meet with little difficulty. Member stations of IBS, educational AM and FM stations, and, wherever necessary, commercial stations, will bring them to university listeners. In view of recent trends within the radio industry in this country the cooperation of the latter should be readily forthcoming. In other countries, where broadcasting and higher education are partly or entirely state directed and where educational organizations wihave no station facilities of their own, the regular radio organizations will be asked to make time available on local stations serving college communities. It may also become possible for some of the universities in other countries to acquire small

stations of their own, if they desire them perhaps by purchase of U.S.Army surplus prop rty. The U.S. Army at present owns a large number of small excellently equipped stations used for broadcasting to troops. These, when declared surplus (as several already have been) would suit the needs of university groups ideally.

Recording is the most practical method of distributing our types of programs. It permits great flexibility, assures good reception, eliminates time differences between countries and, when broadcast over local stations, makes programs accessible to listeners without powerful short-wave receivers. This does not mean that short wave radio is to be discounted entirely, but its use will be restricted to those programs where recording proves impossible. The recordings will be arranged, edited, copied, and flown by air express to their destinations. It is planned to record each program in four or five languages (English, Spanish, French, Russian, and German), and add other versions when special demand exists. Native speakers will be used whenever available, or, where none are available, foreign language students with good knowledge of the language.

The organizaton to carry out this project need not be large. As we expect a high degree of cooperation from universities, faculties and students alike, the number of paid workers can be kept at a minimum. A central office should be established with a small staff of executives, producers, and secretarial workers. Their task will be to carry out the programming policies established by the member universities. All member universities will have equal voice in the formulation of program policy. It may later be advisable to establish branch offices in other countries which will be in close touch with the universities in each area and will act as liason between the members and the central office.

The steps in the process of building the organization will be roughly as follows:

Exploratory talks with representatives of educational agencies and broadcasting organizations.

Enlistment of financial support from educational foundatins for the establishment of the project, to cover the costs of producting and distributing programs.

Setting up of the central office.

Establishment of close contact with prospective member universities and governmental agencies regulating communications and education. This will give us a clear picture of the facilities available, the amount of governmental assistance we can count on, and the extent to which each member is able to participate in the preparation of programs.

Formulation of program policy in cooperation with the member universities.

Preparation and distribution of programs.

Kurt L. Shell
Director of International Broadcasts

David Linton
Program Manager

INTERCOLLEGIATE BROADCASTING SYSTEM

SCRIPT LIBRARY

The scripts described in this list comprise the IBS script library. They are made available for the use of member and affiliate groups through the kindness of the authors, who have donated the performance rights royalty-free.

These scripts are available on request in a sufficient number of copies for production. It is our intention to keep each script in print unless changing conditions render the material obsolete. When our present supply is exhausted, more copies will be made.

Permission has been granted us to use these scripts for sustaining, non-commercial production only. Arrangements for commercial performance will require the payment of royalty to be set by the author, arrangements for which may be made through the IBS office.

The primary purpose of this library is to provide a wider hearing for the scripts written by staff members of IBS stations by making those scripts available to other stations. Contributions are earnestly requested.

David Linton
Program Manager

SECTION I

1. TAPS IS NOT ENOUGH by Carl Carmer
   Characters - 3 men, 1 woman 12 min.

   The causes for which we fought, and must still fight if we are to win the peace, set forth in a simple blank verse drama originally performed as a VE Day Special Program by CBS.

2. UNTITLED by Norman Corwin
   Characters - 5 men, 3 women 12 min.

   The friends and family of a young soldier killed in action, speak movingly of the way the boy lived, and the things for which he died.

3. THE VETERAN COMES BACK by Ben Kagan
   Characters - 6 men 20 min.

   Dramatic review of treatment of veterans in previous wars of U. S., leading up to what GI Joe of today demands in terms of human rights and security. A forthright discussion of one of the major social problems of the post war world, adapted from Willard Waller's book of the same title.

4. THE FACE by Sgt. Arthur Laurents
   Characters - 5 men, 1 woman 30 min.

   Strong script about the physical and mental rebuilding of a soldier whose face has been shot away. Originally broadcast on CBS as one of "Assignment: Home" series.

5. THERE ARE THINGS TO BE DONE by Mitchell Grayson
   Characters - 4 men, 1 woman 25 min.

   Every-day incidents show what each individual can do in a concrete way to further the fair treatment of the Negro. Based on Lillian Smith's pamphlet of the same name, this was first dramatized on "NEW WORLD A-COMIN'" series over WMCA, New York City (1).

6. FOREIGNERS SETTLED AMERICA by Gretta Baker
   Characters - 4 men, 2 women 15 min.

   Story of a high school boy and girl, the boy a first generation American of Italian descent, the girl of Mayflower descent who learns that all Americans were at one time or other "foreigners" - good for high school age.

7. THE CANDLE AND THE GUN by Mari Yanofsky
Characters - narrator, 3 men, 1 woman, 1 boy 15 min.

An eloquent plea for racial tolerance in the story of a young Jewish soldier on a troop ship and his observance of the rituals of his religion. Broadcast originally over CBS.

8. IN THE SERVICE OF MY COUNTRY by Langston Hughes
Characters - 11 men, 1 child, Negro chorus 12 min.

The story of the building of the Alcan Highway in Alaska, where men of all races worked shoulder to shoulder through shared perils and hardships. A symbolic script for post-war use.

9. THE BOY FROM NEBRASKA by Sgt. Millard Lampell
Characters - 10 men 15 min.

The return of Ben Kuroki, Japanese-American tail-gunner hero, to meet prejudice which makes him feel that he has a place only in his country's fighting lines, not at home. Good for high school use.

10. DR. HOPKINS' ATOMIC BOMB by Arnold Hartley
Characters - 4 or 5 men and narrator 20 min.

A timely documentary of the dangers to democracy inherent in prejudice in our educational system against any minority group. Originally heard on WOV, New York City.

11. THESE ARE AMERICANS by Chet Huntley and Ernest Martin
Characters - 9 men and announcer 10 min.

A factual story of the contribution of Mexican-American citizens to the United States, in the fields of agriculture, industry and in the armed forces. Broadcast originally over CBS in cooperation with the Southern California Council of Inter-American Affairs.

12. IS FAIR PLAY CONTROVERSIAL by Chet Huntley
Characters - 4 men 15 min.

A simple script set in a war plant which shows that, when given equal opportunities, Negroes learn as rapidly as white people.

SECTION II

1. THEY BURNED THE BOOKS by Stephen Vincent Benet
   Characters - narrator, 3 men, 1 woman, 1 boy
   (English, French and German accents needed) 15 min.

   An excellent poetic dramatization of the destruction of liberty and truth in Germany on May 10, 1933, the day of the burning of the books. Originally broadcast over NBC for the Council on Books in Wartime on the anniversary of that day.

2. BATTLE OF THE WARSAW GHETTO by Morton Wishengrad
   Characters - 5 men, 2 women, narrator 15 min.

   A grim but inspiring story of the rebellion of the Jews in the Warsaw ghetto and their final massacre by the Germans. Broadcast originally over NBC.

3. LOVING CUPS FOR MURDERERS by Arnold Hartley
   Characters - 2 voices 15 min.

   A "poor man's documentary" which brings home graphically in terms of past mistakes the democracies' task if Germany is to be prevented from starting another war.

4. SCAPEGOATS IN HISTORY by Ben Kagan
   Characters - 5 men, 1 woman 25 min.

   Dramatizes the tricks of demagogues from the days of Jesus and Herod to the 20th century. Based on a pamphlet of same name by Kenneth Gould, and a book, "History of Bigotry in the U.S." by Gustavus Myers. Originally heard on NBC.

5. THE PROMISE VERSUS THE DEED by William Kendall Clarke
   Characters - 6 men 25 min.

   History of promises broken by German regimes; intended to show that if we listen to promises again, instead of judging from German acts, we will repeat mistakes of 1919. Adapted from George Creel's book. Fact-packed and highly dramatic. Broadcast on CBS.

6. DEATH AND DR. BURDENKO
   Characters - announcer, 9 men, 1 woman, a voice 15 min.

   The true story of a brave, skillful Russian peasant surgeon and his work from the czarist days to the present war. An interesting picture of the development of Soviet Russia during the years following the Revolution.

7. TOMORROW WILL BE OURS by Howard Fast
Characters - 1 man, 1 woman, 2 narrators 12 min.

A very simple and effective script dramatizing in a conversation between a man and wife the possibility of successful uniting of the nations of the world by analogy to the struggles for the evolution of our own United States.

8. A BOOK THAT FOUGHT A WAR by Howard Fast
Characters - narrator, 4 men 12 min.

The story of Common Sense, written by Thomas Paine in 1776, showing the way in which the written word can become a weapon of war. July Fourth program. A Council on Books in Wartime Script designed for local use, this makes an excellent program for schools and libraries or for July Fourth.

9. AMERICAN FAMILY by Pearl Buck
Characters - 2 men, 1 boy, 2 women 12 min.

A simple script about an American family who gain a new kinship with one of the United Nations when they learn of the death of their son on Chinese soil.

10. THEY SHALL BE HEARD by Norman Rosten
Characters - 16 men, 1 woman; men's voices; women's voices 20 min.

A stirring and poetic plea for a strong world organization of nations. Though this calls for a large cast and use of music, the production can be simplified, and the script is particularly appropriate for high school use. Originally broadcast over Mutual network on the eve of the San Francisco Conference for the American Association for the United Nations.

HATE, INCORPORATED by Caye Chistitan

Characters: 7 men, 2 women 30 minutes

This hard-hitting play deals with the problems of racial discrimination in entrance requiremtns for a medical school. Three veterans are introduced as they wait for entrance interviews. One is admitted, but the other two are told the school is full. A newspaper investigation leads to a reversal of the discriminatory policy.

BLACK BOAT by Julia Cooley Altrocchi

Characters: 1 man 30 minutes

A long narrative poem, bitter with indignation and a cry for justice long denied. Dedicated to the memory of 207 negro enclisted seamen who lost their lives at Port Chicago, California, on July 17, 1944 in an explosion on munitions they were loading. Can be broken up among several voices.

THE VETERAN COMES BACK by Ben Kagan

Characters: Many small men's parts, one woman, can be doubled 30 minutes

A strong script, dealing with the social problem of the vet. Reviews veterans organizations of past wars, the bonus march, how French and German and Italian veterans of World War I supported facism when it offered what society owed them. Will it happen here?

TO LIBERTY IN A FEATHERBED by Morton Wishengrad

Characters: 8 men and miscellaneous voices 15 minutes

A simple re-enactment of Thomas Kennedy's fight in the Maryland House of Delegates to take religion out of politics, back in 1818. Very well written.

ROUTINE MISSION by Al Fiering, WOUB, Ohio University

Characters: 8 men 15 minutes

Vivid description of a bomber mission, told from first-hand experience.

THE PUSSYCAT AND THE EXPERT PLUMBER WHO WAS A MAN by Arthur Miller

Chhracters: 24 men, 3 women (can double) 30 minutes

A cat learns to read and write and almost becomes president of the United States until he meets one man who cannot be blackmailed.

MERIDIAN 7-1212 by Irving Reis

12 men, 8 women 30 minutes

One of the famous plays of the old Columbia Workshop. A "feature story" treatment, with several plots revolving around the Telephone Time service.

THE LEAGUE OF ANIMALS by Antoni Gronowicz

12 characters 30 minutes

A fantasy in verse, in which the Animals form a League to outlaw agression. Translated from the Polish.

THE BROTHERS by P. Terentius Afer (Terrence) 1 hour

An original translation made for WSRN, Swarthmore, of the famous Roman comedy, which served as a basis for Shakespeare's "Comedy of Errors."

DON JUAN by Moliere One hour

An original translation made for WSRN, Swarthmore, of a typical but lesser known Moliere comedy.

THE MAN WHO WOULDN'T BELIEVE by Richard L. Palmer

Characters: 10 men, 3 women (some doubling) 30 minutes

An orignal drama writter for WBRU, telling the story of a man whose philosophy of life was "Eminently practical." On his death Fred Leming goes to Heaven, but is thrown out when his articles of faith in beauty and art are not forthcoming.

Note--if you would like to read over any of the scripts on this list before making a selection for production, we will be glad to lend a single copy on request.

P130--50--4/24/46

FROM THE I. B. S.

I.B.S. Convention of Student Broadcasters

The eighth annual I.B.S. Convention will be held May 18 and 19 (Saturday and Sunday) at the Hotel McAlpin, Broadway and 34th Street, and the Hotel Claridge, Broadway and 44th Street, in New York City.

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Saturday, May 18--Hotel McAlpin

9:00 A.M.	Registration	Room D
10:00 A.M.	Opening meeting	Room C
10:30 A.M.	Station Administration Panel A discussion of the problems of staff organization, public relations, financial management, and relations with college administrations. Chairman: Tom Jertenbaker, former manager of WPRU, now with WNBH, New Bedford, Mass.	Room D
10:30 A.M.	Studio Design and Layout Problems of planning long-term expansion, acoustics of studios, overall design of equipment, and control operation. Chairman: David W. Borst, IBS Technical Manager	Room C
12:30 P.M.	Luncheon--Guest Speaker	Colonial Room
2:00 P.M.	Program Panel A report of the national IBS survey, and discussion of the best listening hours, program preferences of differennt groups, and composition of the campus audience. Chairmen: David Linton, IBS Program Manager, and Harriet Linton, IBS Research Director.	Room D
2:00 P.M.	Wired-Radio Engineering Panel Discussion of the engineering design of wired-radio equipment and distribution systems, with reports of recent research. Chairman: David W. Borst, IBS Technical Manager	Room C
6:30 P.M.	Dinner for delegates and guests	Colonial Room
8:00 P.M.	Meeting of the Governing Council	Room D

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Sunday, May 19, 1946--Hotel Claridge

10:00 A.M.	Meeting of the Governing Council, continued Election of Board of Directors	Room 109*
1:00 P.M.	Luncheon--Guest Speaker	Room 109*
2:30 P.M.	General Meeting: The Future of Campus Radio	Room 109*

(*This room not final; check list of events on arrival at hotel)

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Registration

Registration fee for the meetings is $1.00. Luncheons are $1.00 and dinner Saturday evening $1.50. Advance reservations are requested for meals; no reservations for meals will be taken after Friday, May 17.

IS:106--100--5/10/46

PLEASE POST

SUMMER 1946

IBS BULLETIN

FACTS FOR MUSIC SCRIPTS

NEW POLICE FOR BUSY AIR

SURVEY CODING NEARS COMPLETION

INTERNATIONAL PLANS OUTLINED

30¢ Per Copy $2.50 Per Year

"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"

Editor:
Sonia-Jane Brown

Assistants:
Rosalind Roth
Barbara Brandenburg

I.B.S. BULLETIN

(Published monthly except in July and September, by the Intercollegiate Broadcasting System, 507 Fifth Avenue, New York 17, N.Y.)

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New Police for Busy Air

Much stricter policing of the airwaves is expected as a result of administrative changes in the F.C.C., effective July 1.

Pointing out that forced wartime growth of radio communications has pushed the art ahead an entire generation, the Commission said that dispite the vast new spectrum space available, the demand for radio channels still exceeds the supply.

To cope with this increasing radio traffic. the Commission adopted a new plan merging the Radio Intellignece Division (RID) of wartime counter-espionage fame with the Field Division. This combined unit is known as the Field Engineering and Monitoring Division, which will be headed by G.S. Turner, the field and research branch of the engineering department will be headed by assistant chief engineer G.E. Sterling, formerly chief of RID. Chief of the engineering department is G.P. Adair.

This new combined field engineering and monitoring division will act as the eyes and ears of the FCC throughout the nation.

Its major functions are: Monitoring the radio spectrum for the purpose of locating sources of interference to authorized radio services, and identifying all forms of radio transmission. The purpose of monitoring is to check the frequency and band width of licensed transmitters to see that they do not cause interference on adjacent frequencies in the same area or on the assigned frequencies in other areas, to assure adherence to international radio regulations and proceedures, to suppress unlicensed transmission which is an illegal act and a potential, if not an actual source of interference, and to identify, detect, locate, and eliminate accidental interference caused by defects in power lines, electrical equipment, and various electromedical and industrial devices.

Other major functions of the Field Engineering and Monitoring Division are: detecting and locating illegal radio stations and developing evidence for prosecution, inspecting all classes of radio stations licensed by the Commission, conducting radio operator examinations and issuing licenses to those found qualified, measuring frequency and making technical analysis of the emission of radio stations, rendering an emergency direction finding service to all aircraft upon request, making field strength surveys of radio stations, conducting special engineering projects in connection with frequency allocations and related problems, and conducting propagation recording projects.

These functions will be performed in conjunction with the technical information division and the laboratory division of the field and research branch.

In the departmental service in Washington there will be four sections: inspection and operator examinations; technical operations; monitoring; and the administrative section.

In the field organization there will be two general groups; the enforcement offices, which are the field district offices and the sub-offices to which the larger investigation units will be attached; and secondly the monitoring stations, which consist of ten primary stations and thirteen secondary stations. The latter are less elaborately equipped than the former. For the purposes of administration, the nation will be divided into nine regions with a regional manager in charge of each.

International Plans Outlined

A promising plan for the exchange of programs among college and university groups in all parts of the world has been advanced by IBS and has met with generally favorable response.

Following the endorsement of international operation by the May meeting of the Governing Council, Kurt Shell was appointed Director of International Broadcasts. Mr. Shell attended the Gymnasium in Vienna and in Mantua, and is a veteran of the Intelligence Division of the U.S. Army, in which he served in Italy and Austria. He will be attending Columbia University this fall, to study French and government.

Empowered by the Governing Council "to cooperate with other agencies in the presentation of programs for international use, to encourage good-will and understanding among college and university students in all parts of the world," Mr. Shell prepared a preliminary plan based on a study of the problem and consultation with other international and foreign broadcasting organizations and IBS personnel. Several important conclusions were reached. Among them were:

1. The Intercollegiate Broadcasting System should continue its policy of accepting all eligible groups in any country, and should not constitute itself an American organization. Broadcasts should be arranged for and between all cooperating countries, and the staff of the central office should not be limited to Americans.
2. The International operations of IBS should be organized and operated separately from the domestic activities, with independent staff and financing. It was decided that this plan would warrant grants-in-aid from one or more educational foundations if correctly organized, and that this source should be expected to cover the main part of the costs. It was recognized that exceptionally competent leadership would be required for the project.
3. It was decided that the establishment in other countries of campus stations similar to IBS stations was unlikely, since neither campus community life or the terms of government regulation favor this type of activity. It was decided, however, that educational stations broadcasting to the general public were a distinct possibility in other countries (some may already be in existence) and that radio production groups similar to radio workshops were likely to be started.
4. The use of short-wave was discarded, except in special cases, because of the lower quality of reception, problems of time differences, and lower availability of short-wave receivers. Instead the use of transcriptions distributed by air express was decided upon. The standard radio stations or network of each country (except the US) would be asked to make time available for the broadcasting of these programs in university localities.
5. It was decided that IBS should restrict itself to programs and materials dealing with matters of special interest to university people, and that it should not deal with program types avaialble from other services.
6. It was decided that the full cooperation of government broadcasting agencies in other countries was essential to the progress of the plan, and so the New York representatives of these agencies were interviewed. Encouraging offers of cooperation were received from all of them.

The preliminary outline submitted to interested agencies in New York said, in part:

" We believe that university people everywhere, both students and faculty,

have a stronger feeling of international unity and understanding than the general public. Exchanges of students and teachers have done much to bring schools closer together, and the cooperation of scholars and scientists the world over on common problems has furthered this feeling of understanding. The aim of our project is to increase the scope of this understanding and to bring university people into closer intellectual and cultural unity by the presentation on an international scale of programs directed particularly at college communities. They will be programs not available through other broadcast services, which, by giving free expression to differing cultures and attitudes, will help crystalize a genuinely international viewpoint.

"Existing international broadcast services are largely one-way arrangements and present primarily government-sponsored programs designed to interpret one nation to the rest of the world. The core of our plan is the production of programs with an international viewpoint, not representing any one nation, and not serving as the voice of any government. Material for programs will be drawn from the whole world of education and the programs will be presented to university communities in all cooperating countries.

"Among the programs presented should be documentary material on events of world importance, not reporting of world news, but rather the interpretation and discussion of material in terms of background and trends. The emphasis of such programs will be on the opinions and attitudes of university people everywhere about these events rather than on a narration of the events themselves. Such documentary programs would make use of dramatic techniques and of recordings of the actual events as well as narration and discussion. Recordings of important events, including meetings of the various UN councils, speeches, and "on-the-spot" news events are available and can be used in later documentary programs of this kind.

"In the United States the broadcasting of these programs to their intended audience will meet with little difficulty. Member stations of IBS, educational AM and FM stations, and, wherever necessary, commercial stations, will bring them to university listeners. In view of recent trends within the radio industry in this country, the cooperation of the latter should be readily forthcoming. In other countries, where broadcasting and higher education are partly or entirely state directed and where educational orgranizations have no station facilities of their own, the regular radio organizations will be asked to make time available on local stations serving the college communities."

"WORLD STUDENT FORUM" IS FIRST PROGRAM

A discussion program called "World Student Forum" was suggested for the first regular international program. For this series, a topic would be chosen each week from world affairs and their implications for education. Four or five cooperating college groups in different countries would receive a brief outline of the topic by cable, and each would be requested to prepare and transcribe a certain number of minutes of commentary. The commentary would be repeated in three or four languages, using foreign students and language students.

All transcriptions would be flown to a central point. There the moderator will transcribe an introduction and after studying the different comments, a summation. Then the program would be combined, making three or four editions in different languages. The resulting programs can then be copies and flown to all the cooperating stations.

The same prodedure of assembling material from the participating groups and recombining it can later be applied to other types of programs. A documentary news program has been suggested as one of the next programs to be started.

Having received promises of cooperation from key offices, the project is now ready for the establishment of its central office and solicitation of operating funds.

In addition to the plan advanced by IBS, other promising arrangements for exchange programs with colleges in other countried have been discussed. Various organizations which now broadcast overseas have shown interest in obtaining programs from IBS on subjects relating to college life and education in the United States.

Survey Coding Nears Completion

The national survey on campus listening habits and preferences, which has been conducted by IBS this spring, is entering its final phase. Although many parts of the operation have fallen behind schedule, the final national report is expected to be published before the opening of the fall academic term.

Directed by Harriet Linton, Research Director of IBS, the survey comprises approximately 2,000 interviews which insure unusual reliability. The interviews have been administered by students in the cooperating colleges, and the data returned to New York for tabulation and analysis.

WHAT MAKES A STATION POPULAR?

Although final figures are not yet available, many significant trends can be seen in the partial tabulations assembled to date. Campus stations differ immensely in popularity. Proportions varying from 10% to 90% in different colleges have been recorded as listening to the campus station once a week or more. The variations in popularity seem to be caused by several different factors. Most important of all, of course, is the quality of the station's service to the college community. This is shown by the responses to many different questions, and correlates with popularity. But prominent among the auxillary factors affecting popularity are these:

1. The age of the station. It takes time to build an audience, as is shown by the fact that the stations which have been established longer are more popular than recently-founded stations. Even though the campus population changes fast, a station becomes an institution in time and a part of campus life.

2. The type of college. Popularity is highest in small colleges located away from urban areas, where the campus community is closely knit and there is more interest in activities. The integration of the community is shown by such factors as the number of students who participate in activities. The lowest popularity is found in large universities located in cities, where students have more outside interests. This results is not caused by the larger number of day students in such universities, because they were not included in our sample.

3. The competition offered by other radio stations. Popularity of the campus station is less in urban areas where diverse radio service is available. In this connection, there are many ways in which the campus station can attract an audience by providing wanted types of programs which are not broadcast over local stations. A question on "Are there any types of programs you think should be broadcast more than they are now?" brought a surprisingly large number of affirmative responses, indicating dissatisfaction with available service. Types of programs most often asked for were musical, with a great majority asking for serious music.

MUSIC IS TOPS

Program popularity scales show popular, symphonic, and semi-classical music leading the field almost equally, but standard stations available to students evidently offer nearly enough popular and semi-classical music, while neglecting the serious music field.

Next in popularity after musical programs are news bulletins. Many significant differences are seen here between men and women, veteran and non-veteran men. Women

like plays, discussions, and most types of music more than men do. Men, as might be expected, like sports and comedy programs more than women do.

The average veteran likes a larger number of types of programs than the non-veteran, and shows a preference for more serious types of programs. He likes all types of music, news (both bulletins and commentators) and discussion programs. He does not like plays or sports as much as the non-veteran.

Upperclassmen show fewer "likes" than freshmen. In fact, the only programs which appeal more to seniors than freshmen are news bulletins and symphonic music.

The things which listeners like about their campus stations vary greatly from one college of another. Chief among them are the preponderance of music, especially symphonic, and the "personal" aspect of the station - the fact that they know the announcers, that their requests are played, they they feel personally involved in the station, or just "the fact that it's a campus station."

Criticisms of the campus stations, on the other hand, fall into a few major groups. Technical difficulties and poor reception are most often mentioned. Poor programs with "too much horsing around" are second in number of mentions, with gripes about specific programs following.

The hours when most people listen to the radio vary surprisingly from one college to another. For the college audience as a whole the peak period is between 9:00 and 10:30 PM, but there are some colleges where the peak occurs at a different hour.

While the average listening time is near two hours, many do not listen at all, and some listen much more. One respondent, the record to date, listened 13 hours on the day checked.

The large majority of students have radios in their rooms, and practically all have them available. More men than women have radios in their rooms, and women show a greater tendency to listen in other peoples's rooms and in social halls.

Students do not listen to the radio as much as the general public, but they listen an appreciable amount - an average of two hours per day. While we have found that the amount of listening differs appreciably in different colleges, in all cases men listen to the radio more than women do. This is surprising because all previous studies show that in general men do not listen as much as women.

Each interview takes approximately 15 minutes. During this period the respondent is asked about the hours he listens to the radio, what types of programs he likes, his favorite stations, and why he likes them. Several questions on the respondent's attitude toward the campus station follow, and personal data about the respondent.

When they are received in New York the interview blanks are stamped and numbered before being coded. Coding is the process of translating all data on the interview into a numerical code which can be represented by holes punched in the tabulating cards. The coding is divided among a number of workers, each one concentrating on several questions but by the time an interview has traveled the entire course, approximately one hour of time has been spent on coding it.

From the code numbers, an operator punches the cards, one card for each interview. The cards can then be counted and sorted at high speed by the tabulating machines.

An individual report for each college where the survey was conducted is prepared, with a brief discussion of the most important results. These induvidual reports have been completed for ____ colleges and are in preparation for many more. They have supplied many suggestions for the stations, and have caused revisions in the program schedule in several cases.

Two preliminary reports on the total results have been made. The first was given at the round-table discussion of campus radio at the Institute for Education by Radio Columbus early in May. It was based on the more important results of the small number of interviews recieved by that time. The most important result, and the one which occasioned the greatest interest among the educators and radio executives attending the Institute, was the feeling of dissatisfaction with present radio service expressed by 70% of our respondents. This is of particular interest

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New Plan For Publications

Increased emphasis on publication as a concrete service for member stations was recommended by the Steering Committee in a recent memorandum. This committee has met weekly since January, 1946 to consider all aspects of IBS policy. In a detailed memorandum circulated to IBS personnel recently, the committee pointed out that publications are among the least expensive forms of direct service to members, and that the cost per station is reduced as the membership continues to expand, while many other services, such as network operations and field service, increase in cost as the number of stations increases. During the period when activities must necessarily be curtailed, the committee urged that greater attention be paid to publishing much of the information which is now available to members only on direct request.

One of the ever-present problems of the campus station is the adequate training of personnel in basic broadcasting techniques. To aid the station in meeting this problem, the committee proposed a series of handbooks covering different aspects of broadcasting practice. A handbook for announcers was suggested, to be printed in a large enough edition to provide each station without cost any reasonable number of copies for distribution to new staff members interested in announcing. It was suggested that the series be continued with handbooks on sound effects, programming, production, writing, control engineering, and any other fields which appear to be problems.

The committee urged that these handbooks be revised every year, and a new edition brought out each fall before the opening of the academic year. Additional material will be published in Bulletin articles as it becomes available, and then included in the next revision of the handbook.

Sale of IBS publications to non-members was urged, as a source of slight secondary income. Reasonable purchase prices are to be assigned to all publications except the Technical Data Book, the contents of which are restricted. Member stations and Trial and Affiliate Groups will be allowed free copies within reasonable limits. The handbooks are conceived as increasing in value as each new edition revises and augments the material in the light of experience.

In addition to the handbooks, the Committee considered the "Station Executive's Handbook" now in preparation and recommended a change in the material, producing one booklet devoted exclusively to a brief, interesting description of what IBS does and how, the identity of various committees, boards, and councils, list of IBS personnel, and the Constitution, By-Laws, and Codes of Practice as an appendix. Ruth Jacoby, manager of WBS Wellesley was chosen to prepare this booklet for distribution to all officers of IBS member stations at the opening of the fall semester.

The articles on the functions of different departments within the individual station, which have been appearing in the Bulletin, are to be reprinted in a separate monograph on the "Organization of the Staff for a Campus Station."

A new edition of the brochure "This is the Intercollegiate Broadcasting System" has been published, giving introductory information on campus radio and the IBS in a somewhat fuller form than the first edition. The committee recommended the preparation of a new booklet on how to start a campus station, covering problems peculiar to the first stages of station life.

Increased use of the photo-offset process, with more drawings and photographs, was urged, with more attention to attractive layout and ease of reading.

Participating in the discussions were Paul Yergin, Ruth Jacoby, David and Harriet Linton, and Sunny Brown. The plan has not yet been made final, and the committee is anxious to receive your comments and suggestions.

Alumni Club Formed

An active organization of IBS alumni, proposed several years ago by George Abraham, Executive chairman, will soon become a reality. Increasing interest shown by those alumni who have retained contact with IBS has spurred the effort to locate others.

Now that many service men are returning, a concrete plan for the organization of an alumni club has been set up. The first step is the compilation of lists, as complete as possible, of all past officers of IBS stations. Stations which were formerly members or on trial are being included. Over one thousand names have been extracted from the files and listed to date. These lists are being sent to interested alumni for additions and corrections. Then those names for which addresses are still missing will be sent to the alumni office of the college with a request for current addresses.

A survey will be conducted among these people to determine their present addresses and occupations. Of particular interest will be the group which has continued in the radio field after graduation.

George Abraham will act as secretary of the alumni group, and there will be a regular column in the Bulletin devoted to alumni activities. Subscriptions to the Bulletin will be included in the club membership.

KTX MANAGER IN TOWN

Page Boyer, long manager of station KTX at Stephens College, is spending his sabbatical year in New York, acting in radio and stage shows. Manager of KTX for the next year will be Ken Christiansen, who has taught radio at Indiana and South Dakota universities.

Station K B Y U New IBS Member

Station KBYU, at Brigham Young University, was granted full Membership in IBS May 26, 1946. The station was started late in 1943 by Dr. T. Earl Pardoe, head of the Speech Department, to be used by Speech students interested in radio.

The station has two studios, now being improved, and covers about 2500 resident students. The staff of 26 broadcasts six days a week, 12:30 to 1:00 PM and 6:30 to 7:00. Radio students also appear on university programs carried on two local stations, KSL and KOVO.

Student officers for the station are:
Lester C. Card.....President
Evan D. Wimber.....Vice-President
Rita Clement.....Secretary
Dewain Silvester....Program Manager
Darrell Rhodes.....Business Manager
Lester C. Card.....Technical Manager
Faculty advisors are Dr. Pardoe and Mr. O. N. Geertsen of the Engineering Department.

The number of IBS stations has increased 15% in the last three months, bringing the present total to 40! New members include:

WHC, Hamilton College: prewar IBS station back on the air; will apply for Membership this fall.

Texas State College for Women: the Speech Department is building a campus station for use in conjunction with class work.

Colorado State College of Education: there was a prewar Trial groups here; interest has been revived by Patsy Whitman and fellow students.

Rutgers: students here are installing a station in conjunction with the college Public Relations Department. Studios will be used for recording and originating shows broadcast over local stations, as well as for campus broadcasts.

GBS, Georgetown University: students on this campus in Washington are rebuilding the prewar campus station, and hope to be on the air this fall.

FACTS for music scripts

by F. John Pessolano Jr.

Writers of serious music scripts should remember that the listener wants to hear music. It is courtesy to tell him what he is going to hear and what he has heard, but other comments must be valuable in themselves to justify their intrusion on the music. The longer a script is, the better it has to be to hold an audience. The recent national survey conducted by IBS shows considerable sentiment for "uninterrupted music", much less interest in commentary.

If the listener learns something about the music, the composer, or the artist which increases his interest in the program so much the better. But about the twentieth time he hears that Beethoven originally dedicated his E^b symphony to Napoleon, then found out what a heel Napoleon was and changed his mind, our patient listener in all likelihood will not only object, but turn his dial swiftly to another station, even if he wants to hear the music. Therefore unless you have something to say that average listener hasn't already heard through the courtesy of Deems Taylor or some other purveyor of musical trivia, DON'T SAY IT!

Scripts should not be filled with a lot of technical material which is of interest only to someone who is already versed in such things. Joe College is probably not interested in the scoring of "Colas Breugnon". However, if you can keep your continuity from sounding like an erudite lecture, why not tell your listeners a few words about Stamitz and the Manheim orchestra? Their contribution to symphonic music is incalculable.

Every station ought to have a library of books on music as well as the usual books on production, programming, technical data, etc. So here is a list of some of those which I have found most helpful in preparing scripts:

THE GRAMAPHONE SHOP ENCYCLOPEDIA OF RECORDED MUSIC: (Simon and Schuster. $3.75) This, above all, is the book for every radio station. It will identify any composer represented on records (and some who aren't), list all the available recordings of his works, and tell you which is best and which isn't, and will throw in such priceless gems as "Nevin, Ethelbert (1862-1901)

> Nevin was an American composer of trifling piano pieces and songs without number. Today even his most famous song - "The Rosary" - is little heard, a fact serious music lovers may regard with pride and gratitude."

THE HARVARD DICTIONARY OF MUSIC: WILLI APEL (Harvard Univ. Press, $5.00)
An invaluable work for the script writer of any intellectual level. Should you run across a term that stumps you, it would probably also stump the listener. This volume will clear the matter up in no time flat, and can tell you more about it than the head of your local music department could assimilate in one sitting. Contains lists of periodicals, and other bits of information. Well worth the price.

THE MUSIC LOVERS' HANDBOOK: Elie Seigmeister (Wm. Morrow & Co. $4.00)
The list of contributors to this one reads like "Who's Who in Music". Every article is authoritative, easy reading, and most valuable to a station. Highlights are sections entitled, " In the Concert Hall" which contains program notes on hundreds of compositions we all use," Meet The Composer" which has a lot of biographical material. 798 pages of very useful stuff plus a complete index.

THE RECORD BOOK: David Hall (Smith-Durrell Various prices depending on edition)
This excellent work contains not only a comprehensive list of recordings, showing preferences, but scads of miscellaneous material on individual works, composers, artists, recording techniques, and a buyers guide for needles, and practically everything else pertaining to records. It is informative, and easy to read, the perfect help for the harassed writer. Available in the complete edition, or the first edition with individual supplements at 75¢ each.

THE METROPOLITAN OPERA GUIDE: Peltz and Lawrence (Modern Library Giant)
This is the perfect opera book for stations. It contains beautiful summaries of the plots of any operas you're likely to use, and timings of all the acts, and best of all, the text indicates exactly where every major aria comes, and who sings it in case you want to do a large chunk of opera with running continuity. Also contains lists of recordings, etc.

DICTATORS OF THE BATON: David Ewen(Alliance $3.50)
This little epic must have been inspired by the same good angel that keeps most IBS stations on the air. It is the scriptwriters delight in capital letters, as are "Men and Women Who Make Music" and "The Book of Modern Composers" by the same author. Practically indispensible if you happen to be doing a series on great conductors as I was when I discovered it. Covers them all from "Toscanini - The Paragon" to the late Erno Rapee. It is divided into sections such as "The Showman Conductor", "Of European Traditions", "Men Over The Radio", and six others, giving, in the words of the jacket "an intimate appraisal of America's thirty leading symphonic conductors and their famous orchestras."

THE VICTOR BOOK OF THE SYMPHONY: O'Connell (Simon and Schuster $3.50)
Frankly, this one isn't too hot, but it does contain program notes on some things which aren't available elsewhere. Very much behind the times as far as the moderns are concerned, it contains much the same sort of thing found in the booklets that come with albums. (as a matter of fact, some of the booklets are reprints of notes in this volume) Not too bad, but some of the others do the same thing better.

That about finishes the books, but there are other sources of information that should not be overlooked by the eager script writer. One of the most obvious of these, of course, is the booklet that usually comes with an album of records - they are now printed inside the front cover of the album. Some of these, of course, are pure trash from beginning to end, but those released by Victor include some by Abraham Veinus(usually identified by name, or by his initials on the back of the pamphlet)and Samuel Chotzinoff. The early Columbia booklets were almost all uniformly good, but one should pay particular attention to those by Paul Affelder. In particular, the booklet which Victor issued with the complete recordings of Chopin's "Nocturnes" is excellent.

For those of you who are fortunate enough to have access to a music library, the Schirmer albums of scores generally contain authoritative notes by men like James Hunecker. These notes are usually exceedingly technical, but frequently one can glean some good material from them.

Last, but not least, don't overlook the record stores. Most of the large ones publish their own record magazines, and will be glad to put your names on their mailing list. The one published by the H. Royer Smith Co. (Walnut and 10th. St.) in Philadelphia is very good. A year's subscription can be had for 50 ¢. The Gramaphone Shop Supplement (The Gramaphone Shop, Inc., 14 E. 48 Street, New York) costs twice as much, and is more complete, listing all new recordings not already reviewed, and almost always contains good script material. Both shops, incidentally, handle foreign recordings, and will arrange to send you announcements of their arrival.

IBS People Go West

A large number of the staff members of IBS and member station executives are out West this summer. Kurt Shell, IBS International Director, is in Livingstone, Montana, on a ranch; he recently visited Norman Penwell of the Montana State College station staff, and expects to visit Patsy Whitman at the Colorado State College of Education.

Don Sohn, of KSLU, is touring the American and Canadian Rockies. He has also visited Montana State College, where he discussed the campus station with Prof. Lawrence Binder, the faculty advisor. Don expects to visit some interested groups on the West Coast if his itiniary permits.

CURC's Bill Lancaster and Tak Kako are making several short trips, starting from Denver. They expect to visit KBYU, IBS Member station at Brigham Young University, and the many groups in California, Washington, and Oregon which have expressed interest in starting campus stations.

They recently visited the University of Washington at Seattle, and reported increasing interest in radio there.

WBS SCRIPT CHIEF WINS MLLE. AWARD

Sue Kuehn, head of the Script Division of WBS, Wellesley, has been awarded the Mademoiselle Short Story Prise for her story "The Rosebush" which was published in the August (College) issue.

Sue has been a member of the fashion magazine's College Board for a year, and was one of the guest editors for the 1946 College issue.

WESLEYAN STATION RECONVERTS

Station WES is completing its reconversion from a chaotic wartime status. The small group of staff members at college this summer is working to eliminate the makeshifts used last winter, and is reorganizing the whole Cardinal Network. Records are being catalogued and storage facilities found; furniture, and signs for the entrances to the station, are being painted.

Plans have been made to start the staff and broadcasts off with a band when a new student body - 100% enrollment increase - descends on the campus. The exact program schedule has not been made; hopes are for a good balance of popular music and jazz, drama, news and news comment, and serious music. Charles Stone's "Best in American Jazz" and the "Cardinal Radio Workshop" will be among the features carried over from last year.

Howard Williams, Director of WES, reports that programs will also be slanted for the wives of veteran-students, and expects to have these wives prepare these shows themselves.

The station will broadcast from four to eleven PM daily, probably concluding with an all-request record show.

BOOKLET TO EXPOUND STATION MYSTERIES FOR COLUMBIA

Station CURC, under new call letters, will return to the air September 24, with broadcasts Monday through Friday from eight to midnight. Bill Lancaster, station president, says the station will put on a big premiere show, probably broadcast from one of the campus auditoriums. Preliminary publicity will include a booklet on the operation of the station, to be distributed to the whole student body.

The station will have more room to work in next winter, as a stairway which occupied needed space is being removed, and movable gobos (used to improve sound conditions) will be replaced by sound treatment on the walls and ceilings.

Dem Telleman '48, was recently elected assistant engineer.

New Calls

Following the recent trend toward the adoption of call letters beginning with K or W, the stations at Cornell and Columbia will return to the air in October with new calls.

Cornell's outlet, formerly CRG, will become WVBR ("Voice of the Big Red") while the Columbia station will become WKCR ("King's Crown Radio") if that call is available. King's Crown is the organization of all activities in Columbia College; the former CURC belongs to it.

Yale, Swarthmore, and Brown are among the colleges where campus stations have recently changed their call letters to conform with standard station practice.

STUDY OF RATES

A systematic study of advertising rates and sales to consider revising the rate structure has been proposed by the Steering Committee. A comparison of IBS rates with the rates of other media, including campus newspapers, will be made.

The problem of setting network rates will also be considered, as heretofore no network rates have been established. The arrangements in use in other networks are being studied, particularly the clause which give the network free use of a set number of commercial hours in order to finance sustaining service.

Intercollegiate Broadcasting Station Representatives (IBSR) is giving full cooperation on the study; members of the Board of Directors and alumni advisors will be consulted.

The New York Office staff expects to call an advisory meeting of station officers in the New York area to discuss the rate structure when data have been assembled.

BULLETIN GETS FORMAT CHANGE

This issue marks the beginning of a new format for the Bulletin, a product of the systematic study of IBS services which has been going on since the first of the year. Many new features are proposed, including some which have been included in this issue. The narrower column width will make for greater ease of reading, while special attention is being paid to the layout of material and the use of illustrations.

A more modern arrangement of the cover and greater use of photographs show their effect in this issue. Greater emphasis will be placed on feature articles about interesting original activities of member stations. Regular features will cover important happenings in the radio industry; a number of columns are planned covering new record releases, alumni activities, book reviews, and useful ideas. Greater coverage of the varied activities of IBS will be afforded.

The publication schedule calls for ten issues per year, to be mailed during the first week of every month except July and September. Coincident with the changed format of the Bulletin, the mailing lists will be reorganized for greater ease in handling large mailings. An edition of about one thousand copies is planned, of which nearly half will be alumni subscriptions. A subscription price of $2.50 per year, or thirty cents per copy, has been established. All officers of Member stations and selected personnel in Trial and Affiliate groups will receive free subscriptions, as part of the station membership. Subscriptions will be offered to alumni and ex-officers. The deadline for submission of material for the Bulletin will be set on the tenth of the preceding month; photographs and cartoons will be solicited, as well as articles and news.

Schedule Changes in Fall

UCRS MOVES TO NEW QUARTERS

Programs at UCRS next fall will include more live shows, with dramatic shows put on by the students in the college's new dramatic course, and in conjunction with Skidmore College. The program schedule was revamped last spring along the lines indicated by the survey results; this process will be continued in the fall. Broadcast hours will also be changed; the station will probably be on the air from seven to midnight each evening. The station plans to broadcast all important sports events, and speeches and meetings of interest to listeners.

All station equipment was recently moved to new quarters, where the permanent installation (discussed at the convention) will be made. The station is now using the space "as is" for control room and studio.

Plans call for an extensive installation, which will include two studios with control rooms, master control, and an office. The master control equipment has been bought; installation is being started this summer.

The unusually complete and flexible plan for the entire station including all equipment and design of the studios, control rooms and office, was prepared by David Borst and Paul Yergin of the IBS Technical Department at the request of Wilford Ketz, Dean of Student Affairs at Union, and the station staff. Parts of this plan were included in the last addition to the Technical Data Book, and a detailed article will be published when the installation is completed.

A letter prepared by the staff in cooperation with Paul Yergin has been sent to former staff members returning to Union in the fall, asking them to rejoin the staff.

SCHEDULE CHANGES AND NEW EQUIPMENT AT WSRN

Andy Weil reports that the WSRN staff decided to make several changes in the schedule as a result of the discussions at the last convention. The station will continue its excellent musical features, with light opera, Gilbert and Sullivan, and novelty shows rounding out the classical, masterworks, and Midat shows on the schedule. Time is left for interviews of prominent visitors on the campus and a "third degree" question period (a student-faculty show). No other quiz programs are planned unless the IBS survey, which will be taken in the fall, shows a demand for them.

At Weil's request, IBS Music Director Alan Rich is planning the entire serious music schedule for the station for the fall term. The last hour and a half of the broadcast day every evening will be devoted to serious music from a library of over 4,000 records. A detailed description of the method used in planning this schedule will appear in a later issue of the Bulletin.

The Swarthmore English and Language departments have asked for time on the station, and are now preparing programs. Co-operation with the Athletic department has been excellent; the station will supply the PA system for this year's games.

The station recently acquired a wire recorder for use in broadcasting campus events, and a Signal Corps short wave receiver for monitoring foreign broadcasts.

Campus publicity and promotion will start with a bang. The campus paper is going to print the station's schedule and publicize important shows; an evening program piped to the dining room, and a printed schedule of musical selections distributed to all students, will be utilized at the start of the year to build an audience.

WILLIAMS STUDIO IMPROVED

Lawrence Heely, acting president of WMS, says that the station will broadcast from four to six-fifteen and seven-thirty to eleven each day. There will be a greater number of live shows broadcast; record shows will be built around regular themes and scheduled at specific times. Campus news, some sports shows, quiz shows, and a roundtable discussion prepared by the Williams Christian Association each week will be among the feature campus presentations.

The station's control room has been completely revamped, and the controls themselves improved. One studio will be partitioned to provide passage to an adjoinning room.

Special provision is being made for returning veterans, who will not be obliged to go through a competition period before joining the staff; WMS expects veterans to make up the majority of members this fall.

A representative of WMS is serving on the Undergraduate Council Publicity Committee, recently formed to coordinate the publicity activities of all campus organizations.

MARY WASHINGTON CHANGES STAFF ORGANIZATION

Station WMWC will continue broadcasts from two to five every afternoon, presenting popular and classical record shows, and radio class presentations - music, drama, panel, and audience participation. Auditions for new staff members will be held September 17 to 20; broadcasts will start the following week.

Announcements for auditions will be posted on the station call board; weekly program schedules are posted in the same place. Special programs are featured on this bulletin board; such shows are also written up in the campus paper's radio column.

Staff organization has been changed; Station Manager Lois Anderson and the four members of the Board of Directors supervise the work of the Program, Business, and Engineering departments. The station now has a salaried secretary to do typing and record keeping.

WBRG HOURS TO BE THE "BEST" ON SURVEY RESULTS

The WBRG schedule for the fall will probably include two hours of broadcasts each morning, and from three to four in the evening, at the hours the survey report show best for student listening.

Cooperation with all campus activities is excellent; the campus news show is used to announce campus events; a plan for placing these announcements has just been made. The International Relations Club and the Christian Association prepare and produce weekly shows.

Physically, operation has been made easier by rearrangement of the control room. The college has bought recording equipment for use in the studios; the station has also bought other equipment to improve reception in the men's dorms. The studio ceiling was recently sound proofed.

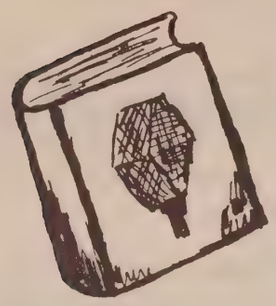
Jeanne Morgenthal, WBRG manager, says that a meeting will be held at the beginning of the semester to organize the publicity campaign for listeners and recruiting of new members. Promotion stunts will include dinner music, printed program schedules in all student mailboxes, and a campaign for auditions.

Jeanne Morgenthal is coding the Bucknell surveys, so that the station will be able to have its results as soon as possible. These results will be used in planning the schedule for the coming year.

HAVERFORD GETS SECOND STUDIO

WHAV broadcasts next year will feature an early morning one hour show, according to Nick Hazelwood, station president. Special features will include presentations by the Glee Club, Debating Society, Dramatics and International Relations Clubs. Expanded facilities include portable equipment and remote lines; a second studio and complete sound proofing will ease operations and improve program quality. Returning veteran staff members will be given their old jobs insofar as possible.

(Continued on Page 18)



WORDS ON RADIO

FCC with sex

THE HUCKSTERS, by Frederick Wakeman

Criticism of radio by the FCC in its now-famous "Blue Book" was quickly followed by the publication of Frederick Wakeman's best-seller, THE HUCKSTERS. The novel is the tale of Vic Norman, who returns from service with the OWI, buys a $35 tie, and with the full force of sincerity persuades the agency of Kimberly and Maag to hire him as account executive for the Beautee Soap account. Evan Llewellyn Evans, power-mad owner of Beautee Soap, runs all his employees and the agency with an iron hand Vic welcomes the chance to go to Hollywood to arrange for a new show, meets Kay Dorrance on the Super Chief on the way out, and has an affair with her during his hectic stay on the West Coast. On his return to New York, he renounces Kay and resigns from Kimberly and Maag.

This is the bare outline of the plot of THE HUCKSTERS. But Frederick Wakeman is not just talking about radio; one could easily be entertained by just his easy style and juicy manner of story telling. Mr. Wakeman has succeeded in publicizing the recent FCC bombshell in an extremely effective manner; he mixed up the digs and the criticisms, the oversights and the extravagances, added a tempting dash of sex, and came up with the strongest argument for a radio renaissance we have yet seen.

"Evan Llewelyn Evans" and "Kimberly" (the real-life originals are but thinly disguised) may very well be trembling in their hand made boots, because THE HUCKSTERS is a well camoflaged exposé of the desperate money-mongering that could easily spell the downfall of the youngest, fastest moving industry in this country. There is "fun" in Mr. Wakeman's book; there's humor and a good story, but there is also a bitter and intelligent comment on what is wrong with American radio and the people who make it go. THE HUCKSTERS shows that the profit motive is king, that "public interest" is little more than a phrase in station licenses. It also shows, through Vic Norman's melodramatic about-face, that there is still hope, that there are still people big enough to stand up for what the first-grade primers and high school history books taught them about the original intent of the free enterprise system.

There is still more to THE HUCKSTERS than that. Kim is insatiable in his particular way; Vic is nervous; Kay weakens. There is a complete lack of mental well-being, temporarily stayed, like hunger, by gin rummy and strong drinks, that is more than an occupational neurosis. The book is not only a book about radio--it is also a commentary on our civilization. What is the end of striving? What is left for a man when he achieves material success without the pot of gold he expected? What is wrong with our way of life if we find huge gaps and voids when we do acquire financial security and an "interesting job"? Where has happiness gone in our day and age?

These questions stand out in a perusal of THE HUCKSTERS; only feeble answers appear to calm us as we finish the book. The book is bright and humorous, and somewhat racy; it is also the truth. Mr. Wakeman has managed to glimpse the foolish tail-chasing that characterizes the whole of modern business; his clever writing makes the questions he raises more disturbing.

Ruth Jacoby

RADIO, THE FIFTH ESTATE, by Judith Waller

The second of a series of radio textbooks written from experiences in teaching the classes at the NBC-Northwestern Summer Radio Institute fills a great need in the study of radio. There are numerous texts available on radio engineering, and an adequate supply of books on radio writing and production-directing; never before has there been an advanced and detailed text which covers the radio field as a whole. Not only has Miss Waller written an excellent survey of radio, but she has also presented complete material on public service programs and the problems involved in their presentation.

The whole field of radio - a new, growing, and somewhat confusing industry - is presented quite logically. The organization of stations and networks is detailed to show the interrelation of various divisions; experts in particular fields were called in to present complete surveys of their specialties. The relations of advertising agencies to programming, the importance of audience research, the place of listener councils and radio workshops are thoroughly expounded. This book should be studied by all those who are beginning work or are interested in radio, and is an invaluable reference for those who want to learn more about radio as a whole.

The appendix contains a carefully prepared bibliography of books and articles on radio which is a useful guide for those who want to study any part of the field in more detail.

Judith Waller, author of the book, is head of the NBC Public Service Department in Chicago. She is Co-Director of the NBC-Northwestern Summer Radio Institute, and was recently elected to the IBS Board of Directors.

HOW TO AUDITION FOR RADIO, by Ted Cott

Ted Cott, Program Manager of New York's station WNEW, has prepared an excellent guide for aspiring announcers and actors. The book contains a concise explanation of the way radio works, and a fine analysis of the requirements for different jobs in the acting and announcing field. There are many useful tips on whom to see for auditions, the types and amount of material to prepare, and the methods to use in determining one's best character types. The second half of the book contains sample scripts calling for different types of performances, quick character changes, and varying interpretations, as well as commercial continuity for announcers.

All would-be announcers and actors should study this book; the audition material can easily be used over and over again. Campus stations should have a copy on hand to use when auditioning aspirants, as well as for a guide to more advanced staff members.

THE BIG NOISE, by Fielden Farrington

This current novel with a radio background has a theme painfully like THE HUCKSTERS; the central character is an insufferable heel who has become a big radio producer. After marrying a rich wastrel (and being well rewarded for taking her off her father's hands) he finally realizes the futility of his life and tries to find a new meaning through a study of the culture of the theater. THE BIG NOISE is full of good radio production background, and makes interesting reading.

CAMPUS VS. CLASSROOM, by Burges Johnson

A college professor emeritus, Mr. Johnson has drawn upon his experiences on three campuses to show the relation between life, studies, and campus activities. His analysis of the power of extra-curricular activities in claiming the major loyalties of the "student," of the exploitation of students which leads to indifference or disapproval by college administrations, and his suggestions for a better integration of campus and classroom life make interesting reading. This book calls for thoughtful reflection by undergraduates and recent graduates; it also offers some clues as to why campus stations sometimes have difficulties with their administrations.

THE FIRST FREEDOM, by Morris Ernst

Morris Ernst, lawyer, writer, and mainstay of the American Civil Liberties Union, has written an excellent book on the monopolistic trends and practices which tend to limit the types of material presented to

the American public through its press, movies, and radio. After explaining that magazine and book publishers, because of specialization, are not practicioners of such monopoly, he analyses the causes and results of monopoly in the other fields - the movie companies controlling large chains of theaters; newspaper chains in one-paper towns; vicious competition in big cities; the many areas of the country where radio stations are few and service is poor. Even though the monopolistic trend he so aptly portrays has not yet endangered American life, the warning and suggested remedies are well worth study by anyone interested in these mass communication media.

OPPORTUNITIES IN RADIO, by Jo Ransom and Richard Pack

This concise and informative pamphlet has an excellent outline of the precise jobs done in radio's many different fields, and a listing of the qualifications for each job. The book should be used by would-be radio workers; it will serve as a guide in training for radio work, and for stations trying to organize on efficient lines.

RADIO ALPHABET, the Columbia Broadcasting System

CBS has done it again! This time it's an amusingly written and delightfully illustrated small book with definitions of all the common, and some not-so-well-known, terms used in radio--in production, in engineering, in television, and by radio people in general. A handy reference book, which delights while informing.

RADIO'S SECOND CHANCE, by Charles Siepmann

Charles Siepmann, one of the researchers for the famous "Blue Book," has extended the analysis of the facts he discovered in perparing the report into a very readable book. He has carefully discussed the policies of networks and stations which limit some public service activities, and shows how the advent of many FM stations, widely distributed and serving special parts of the listening audience, will improve the radio picture, and enable the listener to have more diverse programs.

(Continued from page 5)

in the light of the controversy still going on within the radio industry over the need for improved public service.

The necessarily small number of copies of the report, entitled "Radio on the Campus", which could be reproduced at the eleventh hour before our departure for Columbus were eagerly sought by Institute members and the supply was soon exhausted.

The second preliminary report was made at the IBS Convention later in May. An interesting discussion was held on the implications for program policy of the information shown.

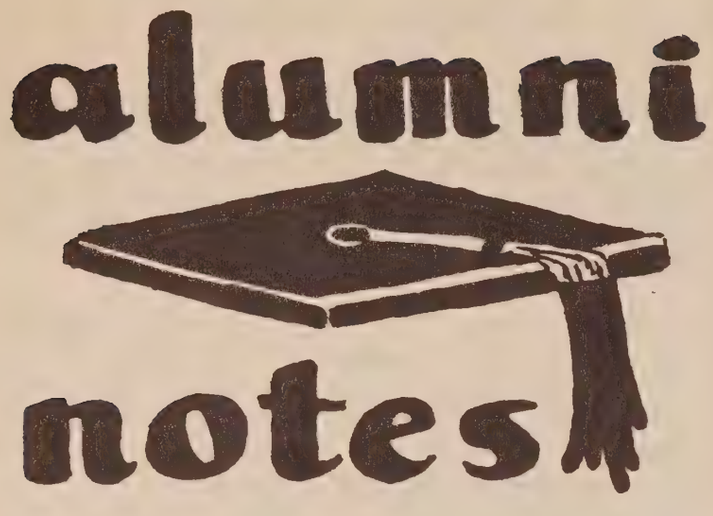
The final report will be based on the full quota of almost 2,000 interviews, and will include more complete data on special segments of the campus audience than can be studied in the individual college. A number of requests for copies of this report are already on hand and considerable interest has been aroused.

To date the coding has been completed on almost 1200 interviews. The greater part of the work has been done by Harriet Linton and Kurt Shell, Director of International Broadcasts. Other volunteers, including Jeane Morgenthal, President of WBRG, Bucknell, have contributed considerable time.

GEORGETOWN TRANSMITTER NEARS COMPLETION

Technical problems - the installation of facilities for the station - have claimed all the attention of the staff of GBS, new IBS Trial member. Fred Collins, head of the student group, reports that the transmitter (similar to the one used at MacMurray) is being built, and that the power supply unit was recently completed.

The GBS staff is receiving help from two presidents of the prewar station, Carl Bunji and Jack McGill. A smoker will be held at the start of the fall term to recruit a full staff.



Lincoln Diamant, Columbia '43, and former IBS Business Manager, is now working as Promotion Director for the Book Find Club.

Victor Rosenblum, CURC president in 1944-45, is now studying law at Columbia. He is acting as a consultant on the IBS international project.

Ira Gabrielson, Columbia '44 and president of CURC, is completing his medical studies at the College of Physicians and Surgeons in New York.

Gordon Graham, Technical Manager of WBRU in 1944, is working for the Westinghouse sales division.

Myron Curry, WBRU president in 1940-41, is planning to start graduate work this fall. He was recently discharged from the Army.

Bill Hutchins, Columbia '40 and IBS Technical Advisor, is supervising the installation of an FM station for the New Bedford Standard-Times.

Tom Wertenbaker, WPRU president until his graduation in June '45, is assistant manager of station WNBH, New Bedford.

Bill Sullivan, WHCN president in 1944-45, is working at the Hedgerow Theater, just outside Philadelphia.

William Wise, Columbia '45, is working at a camp in Lenox, Mass. this summer.

Carl Bunji, Georgetown '43 and founder of GBS, is back at the university in the law school. Jack McGill, former president of the station, will return to the campus to finish his senior year this fall, and will work with the group now rebuilding the station.

H. Grant Theis, Princeton '42 and founder of WPRU, has returned to his job on the CBS Sales Promotion staff after service as head of the AFRS station at Dutch Harbor.

Alan Rich, IBS Music Director, has left CBS to work as an announcer at station WWNY, CBS affiliate in Watertown, N.Y. He is a graduate of Harvard, and worked on station WHCN.

"Forever After," interview show of couples celebrating their golden wedding anniversaries, by Bill Saunders, Brown '43, was recently reviewed favorably in Variety, a show business weekly. Bill was formerly Program Manager and President of WBRU.

Lou Bloch, Brown '40 and recently IBS Business Manager, is now head of Bloch-Joseph Associates, a talent-production company in Cleveland.

James Sondheim, CURC Business Manager in '41-'42, is now working on Neilson surveys at CBS. He served as an Air Corps radar officer during the war.

Peter Thorpe, former WBRU Business Manager, has returned from Navy service and is now attending the Harvard Business School.

Ed "Shifty" Schiffmacher, Union '45, is now working as an instructor in the college's Electrical Engineering Department. Shifty was president of UCRS.

Wes Vivian, Union '45, has returned from Navy service, will soon start work for the Sperry Gyroscope Company.

Bob Currie, U. of Pennsylvania '46, is an instructor in English at his alma mater. Bob was president of WXPN until his graduation.

Dick Rivers, Haverford '46 and WHAV Chief Engineer, is now working in the Haverford Physics department.

WOUB STAFF DOES LATE EVENING BROADCASTS THIS SUMMER

Station WOUB at Ohio University is operating with an all-student staff this summer, under the managership of Al Fiering, while their faculty advisor takes advanced studies in Colorado. A new organizational plan has been instituted, centralizing the responsibility in a station Manager.

Fall broadcast plans include a morning "wake-up" show from 7:30 to 8:30 and evening shows from 9 to 11. Coeds will take part before their 10 o'clock curfew. The station plans to transcribe some dramatic programs for use after that hour, and will rely on recordings and transcriptions.

Publicity this term has been successful, with daily schedules printed in the paper. Recently the paper's interview column featured student comments on the station.

John Metzger, founder of WOUB, is returning to college this fall, and is expected to be active in the station.

WXPN STAFF INSTALLS ANNOUNCING BOOTH

Station WXPN will change its program schedule this fall to conform with the listener preferences shown in the IBS survey. Shows will include broadcasts of football games from Franklin Field, basketball games, and campus events. The station is having an announcing booth installed, and its audio equipment rebuilt. Fall publicity plans include posters, ads in the campus paper, and a new heeling period.

RUTGERS STATION ORGANIZATION PLANS NOW COMPLETE

The student broadcasters at Rutgers, who recently joined IBS in Trial Status, are reaching the end of the "formative" period and hope to start broadcasts at the start of the fall term, in the middle of September. Programs will be almost entirely live;

(Continued on Page 22)

WNCS PLANS FULL OPERATION FOR FALL

Samuel Bruce Pettaway, Acting Program Director for WNCS, IBS Trial station at North Carolina State College, reports that the station has been broadcasting every Monday through Friday from 8:00 to 11:30 PM. Coverage of the campus is now complete.

The station has a line to the YMCA, and is planning remote shows for the fall. The all-request show is immensely popular, with more calls for records than can be filled in the time allowed. Other program features include a classical music show, "The Concert Master," and "Varsity Theater Teletunes," popular music with phone calls; if the person answering the phone can tell the name of the show at the local theater, he wins a free pass to the show.

News programs are presented using wire copy from the United Press. A local record store gives the station free use of records in return for plugs.

Station WNCS expects to become a full Member of IBS as soon as it can fulfill the Technical Code requirements by adding a second turntable to the studio equipment.

WELLESLEY STATION IN NEW QUARTERS

WBS will return to the air soon after college opens September 29. Plans have been made for a more complete and varied schedule than ever before. Ideas are being discussed for a current events discussion panel of student opinion, daily world news service, and more programs in conjunction with WHCN (Harvard), a policy started this past winter. WBS will also be prepared to follow or lead any all-college activities like the UNIO and World Federation program of last winter.

On their return to the campus, members of the WBS staff will find the station moved to new quarters in Alumnae Hall. Although considered temporary, the new location will afford two studios and a control room.

Intermodulation Distortion

By conventional standards an audio amplifier is considered of good design if tests demonstrate a constant frequency response over a wide range of frequencies, and low harmonic distortion in the output when a sine wave signed at one frequency, usually 400 or 1000 cycles, is applied to the input. Qualitative listening tests between amplifiers of similar characteristics on the above basis have revealed that often one will perform with much greater satisfaction than the other. Recently the literature has advanced the concept that the intermodulation distortion is responsible for the difference in performance of the two otherwise very similar amplifiers.

Intermodulation distortion may be detected when two sine wave tones are applied to the input terminals of an amplifier. Then, if this type of distortion is present, the amplifier output will contain power at frequencies which are the sum and difference of various harmonics of the applied frequencies. These intermodulation products are not necessarily harmonically related to either of the original tones. Therefore they are often more noticeable and annoying than harmonic distortion of either original frequency.

As yet, the radio manufacturing industry has not standardized on any standards of measuring this type of distortion, or permissible limits for it. However, there are definite trends which may be reported at this time. Usually the two test frequencies chosen are near the end of the response of the amplifier, since it is usually at the high and low frequencies that the most intermodulation distortion takes place. A typical pair of frequencies is 100 and 7000 cycles. In addition, the high frequency tone is usually attenuated 12db with respect to the level of the low frequency tone, to accentuate the effect of low frequency intermodulation.

Intermodulation distortion of two percent or less under these conditions is not noticeable, and therefore seems to be a good criterion for broadcast equipment, at rated amplifier power output.

One of the principal sources of intermodulation in power amplifiers is the output transformer. The distortion usually takes place at the lower frequencies, and is the result of inadequate iron in the transformer. The transformer iron saturates at high power levels. With transformers designed as they are today, the best precaution is to use a unit rated three or four times the power it is intended to handle.

Obviously, amplifiers designed with a minimum of transformers, and with oversized transformers where they must be used, will have superior intermodulation characteristics.

The following articles appearing recently in the literature will provide further insight into this problem of inter modulation distortion:

"Audible Audio Distortion" Jan. 1945 Electronics page 126

"High Quality FM Reproduction" Jan. 1946 FM and Television page 28

"Audio Distortion in Radio Reception" Mar. 1946 FM and Television page 24

"Measuring Audio Intermodulation" June 1946 Electronic Industries page 56

"Intermodulating Testing" July 1946 Electronics page 123

Two references in Proceedings of the IRE Dec. 1941 and Sept. 1942 are also of interest.

David W. Borst

NOTICE

In this issue of the Bulletin, the technical material which has heretofore appeared in a special Technical Edition, has been combined with the regular edition.

The bibliography of articles in current engineering literature has been omitted from this issue, but will be continued in the next.

REDUCING TRANSMITTER HUM AND RADIATION OF HARMONICS

Carrier hum and radiation on harmonics of the fundamental frequency are two common troubles encountered in small transmitters used for campus broadcasting.

Three sources of hum may be contributing to this disturbance. First is the obvious difficulty of too little filter in the d-c supply. This may be in one of the earlier audio stages, so for a test the modulator tubes should be moved, stage by stage, meanwhile noting any decrease in hum.

Improperly grounded a-c heater circuits will cause hum. These circuits should be grounded, either the center tap of the heater winding or, if that is not available, one side of the heater circuit should be grounded.

The third source of hum is back-feed of supply-frequency power into the transmitter plate circuit through the coupling device, if the transmitter is coupled into the a-c supply. In small transmitters, if appreciable power at the supply frequency is fed back , it may plate modulate the transmitter and thereby introduce considerable hum. A capacity coupling scheme is especially likely to produce this difficulty A good preventative is to couple the output of the transmitter into a second tuned circuit (an auxiliary tank circuit), coupling being done by a link having two or three turns. The a-c system should in turn be coupled to the auxiliary tank. If the midpoint of the link is grounded there will be little possibility of supply frequency energy getting back to the power amplifier plate circuit and causing hum.

Often it will be found that a transmitter will seem to have a lot of hum during initial tests and yet perform all right when installed. This may be the result of the test equipment or of the method used for performing the test. When listening very near to the transmitter it may be that the oscillator (if it is a separate stage) radiates almost as much power as the modulated amplifier stage. This is especially true if the oscillator stage is not completely shielded. Thus, the percentage of modulation may appear low and hum may appear to be excessive. If the receiver being used for the test can be removed from the oscillator's field, or if the oscillator is shielded, the hum will disappear.

Similarly it may be found that the receiver being used to test the transmitter is introducing the hum due to being in too strong an rf field (too near to the transmitter). Tune the receiver to a local station and notice if a hum is heard on this carrier. If a hum is present, chances are the receiver is at fault. Receivers with poor filter capacitors, and inadequate rf filtering in the second detector stage often introduce a hum on carriers which on better receivers are free of hum.

Transmitter harmonics are also quite strong near the transmitter, and may not appear to any extent on the rf transmission system. Harmonics can be reduced by proper design of the modulated Class C stage plate tank circuit, and by proper oscillator design. Sometimes, in order to achieve greater stability, an oscillator grid circuit is tuned to one half the frequency of the transmitter carrier. This procedure has the disadvantage that the third harmonic of the oscillator will be at $1\frac{1}{2}$ times the frequency of the final carrier frequency. This $1\frac{1}{2}$ harmonic may ride through subsequent tuned stages and appear as a powerful harmonic. The best way to prevent this is to operate the oscillator on the fundamental frequency for the transmitter.

A properly designed tank circuit for the modulated Class C amplifier will reduce harmonics. Such a tank circuit should have a fairly large tuning capacity. Usually fixed and variable capacity totalling about 0.001 microfarads is required. This large capacity will be effective in bypassing harmonics to ground.

Stray capacity coupling between the tank and the rf transmission system, in cases where inductive coupling is employed will increase the magnitude of harmonics on the transmission system. A Faraday shield between the tank coil and the coupling coil will reduce capacity coupling between them leaving only the desired inductive coupling. Such a shield may be constructed of a number of parallel conductors joined at one end but insulated from each other at the other end. The junction point of the conductors is grounded. For further details refer to the Radio Amateur's Handbook published by the American Radio Relay League.

CONVERTING F-M RECEIVERS FOR USE ON THE NEW 88-108 MC BAND

Converting an FM receiver designed for the old 42-50 band for operation on the new 88-102 mc band is at best only a stop gap measure, but on this basis it can be done, and it may prove a desirable thing to do in some cases.

A converted FM receiver will never perform as well as a receiver designed for the new band for several reasons, the most important of which are as follows:

1. Since the intermediate frequency of most old band FM sets is 4.3mc, trouble may be experienced with images since the new band is more than 8.6 mc wide. Converting the if. to around 10 mc, the frequency required to prevent images on the new band, means practically rebuilding the old receiver and is not practical.
2. Oscillator circuits which are relatively stable on the old band may prove more unstable if raised in frequency to permit reception on the new band. In other words, the modified receiver may drift badly, especially when it is first turned on.
3. Receiving tubes which perform satisfactorily on 42-50 mc may have greatly reduced performance, or not work at all, on the new band.

One of the better FM receivers designed for operation on the old band is the General Electric Model JFM-90 translator. In spite of the above limitations, it may be the desire of some to rewind the oscillator and converter coils of this receiver so that it will tune the new band. Detailed instructions for making this conversion are given in an article on p29 of the May 1946 issue of FM and Television magazine. Instructions are quite complete, and include close-up photographs showing important features of the job.

It is suggested, if this change is made, that a tuning indicator be added to the receiver, since the oscillator will tend to drift more than before. A suitable indicator is a 200-0-22 microampere d-c instrument (zero center) connected in series with a high resistance between the ungrounded cathode of the 6H6 discriminator tube and the chassis. The series resistor should be selected to give about three quarters full scale maximum reading. This will be obtained as the station approaches. The instrument should read zero when tuned exactly on frequency. Shifting the tuning one way should cause a reading of one polarity, while shifting an equal amount in the other direction should produce a reading of equal magnitude but of opposite polarity.

Another method of adapting a receiver for operation on the new band is to add an adaptor unit, making the combined equipment into a double conversion superheterodyne receiver. Two adaptor designs are possible; in one the old receiver is tuned to a definite frequency, probably 42 mc, and the adaptor is tuned to receive signals on the new band. The other method, which makes possible a less expensive adaptor, has an oscillator on a fixed frequency, so that the tuning mechanism of the old receiver is used to tune the new band. With this method the old receiver will tune only an 8 or 9 mc portion of the new 20 mc wide band. If all local stations are within a 9 mc band the oscillator of the converter may be adjusted so the old receiver will tune all the stations available on the new band. If it is necessary to cover more of the new band, a switch must be added to the adaptor to permit the oscillator to operate on two or more frequencies. On each position of the switch, then, the old receiver will tune a portion of the new band.

A simple circuit of this type employing a 6J5 oscillator and a 1N34 fixed crystal as the converter is shown on page 31 of the Mat. 1946 Radio News. The Hallicrafters Company offers a kit, catalog CN-1, which includes a converter on this same principle. It employs a 7N7 dual triode as an oscillator and mixer, and a four position switch permits selecting ranges of 84-93 mc, 93-102 mc, and 102-111 mc. This unit is described on pages 214 and 270 of the April 1946 issue of Electronics magazine.

A NOTE ON THE POWER RATINGS OF AUDIO AMPLIFIERS

by David W. Borst

When designing audio equipment for broadcast use, it is important to have reserve power available to handle peak levels without excessive distortion. A margin of 10 db has recently been accepted as an industry standard.

Translated into power levels, this requirement means that amplifiers for such purposes as feeding audio lines should be good for ten times their output as read on a VU meter without distortion. Tests at this ten-times level are conducted with a sine wave signal, of course. This same rule holds for power amplifiers, such as monitors.

In transmitter design, the requirement for reserve power means that the transmitter must be operated 10 db below 100 percent modulation under normal conditions so that peaks will not cause over-modulation. Conversely, at the ten-times normal power level, the transmitter should be modulated exactly 100 percent. The modulator is required to deliver, with no distortion, the power needed for 100 per cent modulation. For a plate modulated Class C RF stage the modulator audio power output should be one half the product of plate (plus screen) current in amperes and the plate voltage in volts.

When designing an amplifier to feed a telephone circuit the requirement is a minimum level on the telephone lines of plus 8 VU. This level must be read on a VU meter for anything but sine wave steady state conditions. Under these latter conditions plus 8 VU in a 600 ohm circuit is 0.006 watts. Applying the 10 db margin rule outlined above, the amplifier should be good for 0.06 watts.

If the amplifier is transformer coupled to the line, a 6 db isolating pad is desirable between the amplifier and the line. This pad insures that the load reflected on the plates of the output tubes is correct in spite of the fact that the telephone line may not appear to be 600 ohms at all frequencies. To produce 0.06 watts in the line (peak) the amplifier must therefore produce 0.24 watts at no distortion. A 6SN7 in push-pull, or a pair of 6J5's, will produce this power at less that 0.5% rms harmonic distortion, provided a good output transformer is used.

(Continued from Page 18)

station policy is strict in minimizing "canned" material. Shows will be broadcast from 7:00 to 11:00 each night, and will include sports, news, Veteran's Corner, criticisms of radio, stage, and screen, special events, question and answer periods, forums, and a series on college life.

CLASSIFIED ADVERTISING

WANTED: Outstanding scripts for the IBS Script Library. Any topic acceptable if treatment is good. Dramatic, documentary, and educations material used, also series programs and musical commentary.All rights remain with the author, who is asked only to give permission for use on IBS stations. Add your best work to our growing list!

ALL MEMBER STATIONS invited to use this column free for brief notices of equipment for sale or wanted to buy or swap.Also will take other notices for our readers.

NEWS, PHOTOGRAPHS, CARTOONS, wanted for publication in the IBS Bulletin and for other publications. All subjects of interest to personnel of campus radio stations. Cartoons reflecting station or campus life, photographs of stations in action and of people prominent in them. Also news events in which station takes part.

DOES ANYONE KNOW the identity and address of any past officer of an IBS station? The Alumni Club requests all available information on former officers now out of school, particularly those who have gone into the radio profession.

INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVENUE
NEW YORK 17, N. Y.
VAnderbilt 6-6075

29 June 1946

Mr. R. N. Hazelwood
3405 N. Hackett Avenue
Milwaukee 11, Wisc.

Dear Nick,

Thanks for your letters. Harriet also sends her thanks for your letter to her. We will be glad to supply extra copies of the Haverford survey report in the fall, although you may have to remind us about it when the time comes. The report on the full national survey will probably come out in August or September.

I will be glad to get you a copy of Carlile's "Production and Direction of Radio Programs" and send it to you if you wish. However, I think that Albert Crews' book "Radio Production Directing" is a somewhat better book covering about the same material but with better organization. Also, it is several years newer. (The prices are about the same). If you have already read Crews, or want Carlile anyway, let me know. I'll be glad to get you a copy of either one you want.

We'll be glad to see you shortly after September tenth. Hope you can stay around for a couple of days..

Cordially yours,

David Linton

David Linton
Program Manager

INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVENUE
NEW YORK 17, N. Y.
VAnderbilt 6-6075

June 15,1946.

Mr.Robert N. Hazelwood
Haverford College
Haverford, Pa.

Dear Nick:

Here are the results, at long last! I apologize for holding them up so long, but we have been swamped with surveys, and my own inieffiency has held the thing up overly long.

I am sending two copies,since you will certainly want one for the files,and you may want the other one for yourself, your faculty advisor, and whetever else you wish. If you would like additional copies,I couldn't send them for some time, as we're terribly busy, but I could get them to you before the fall semester, if you wish.

I hope the discussion at the beginning is of help to you, and I should be glad to answer any other questions you may have about the poll, or to give you any other specific information about your results that can be extracted from the data. When the report of the entire survey is published, sometime this summer, you will of course receive a copy, and the report will include further refined analysis not possible on the small number of cases from any one college.

Thank you again for your cooperation in the survey.

Sincerely,

Harold Linton

INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVENUE
NEW YORK 17, N. Y.
VAnderbilt 6-6075

8 July 1946

Mr. R.N. Hazelwood
3405 North Hackett Ave.
Milwaukee 11, Wisc.

Dear Nick,

Thanks for the note. A copy of Crews' book follows under separate cover. A bill will also follow.

Ted Cott is a good friend of mine, he is Program Manager of WNEW, local independant station, and one of the guys interested in working with IBS on network programs. In fact, I am looking forward to receiving some real financial assistance from him. I havn't read his book yet, to be truthful, but Sunny has and I am about to borrow her copy. We hope to review it in the August Bulletin (which goes to press in two weeks. Any news for it?)

Of course, we always have trouble getting people in the member stations to read any book, no matter how valuable it may be. They just don't have time. Maybe we should publish an article every spring on suggested summer reading. Might be a good idea. I'll remember it.

I'm looking forward to getting those scripts. Also, I would like to know exactly what your renewal agreement with WPEN says. I have a copy of the original, but not of the renewal. It may be important to us to know the exact terms. Could you oblige?

Cordially,

David Linton
Program Manager

INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVENUE
NEW YORK 17, N. Y.
VAnderbilt 6-6075

July 10, 1946

Mr. Robert N. Hazelwood
3405 North Hackett Avenue
Milwaukee 11, Wisconsin

Dear Nick,

I went down to Houghton Mifflin yesterday, and bought Crew's "Radio Production Directing" for you. They are mailing it direct, saving sales tax and postage for you. However, since the end (temporarily, we hope) of OPA, their prices have been raised, so you now owe us $3.30 for the book. Send along your check, and then we'll be straight.

Are you interested in a book on the overall radio picture? Judith Waller's "Radio--the Fifth Estate" gives the most comprehensive overall picture I've yet seen...an excellent book. She's been in the business for twenty five years, Incidentally, if there are radio books you want, Brentano's in Chicago carried all the standard works, and can get them to you.

Sincerely,

Sunny

Station Relations Manager

INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVENUE
NEW YORK 17, N. Y.
VAnderbilt 6-6075

5 August 1946

Mr. Robert N. Hazelwood
3405 North Hackett Ave.
Milwaukee 11, Wisconsin

Dear Nick,

I was very interested in your script. It seems to me that something of this kind would be very good for a series - a different musician each time - as a regular feature. I like the way it's written.

If you could whip me up a series of such scripts, even a short series (although I would prefer 13 of them) I could certainly use them in our permanent library.

By the way, I'm thinking of setting up a subscription service - you place your order for a series of scripts and they are sent to your station regularly every week. This is what we did with the IBS Music Hall, except that the Hall was being written every week. This new idea of mine applies to scripts we already have in stock. It's just a convenience to send them out weekly. It distributes the work for us, and it keeps the station from losing the advance pnes. What do you think of it?

We got quite a good response on Sunny's letter. I guess people have more time to answer letters when they're not studying. By the same token, I suppose the forthcoming issue of the Bulletin will be more widely read than the winter ones are. Any way, it will have an attractive new format.

Don't worry about the agreement with WPEN. If it's just a repeat of the former one it's OK. I have a copy of the original letter.

As I write, this subscription idea gets hold of me. We could even select 13 of the best dramatic scripts from our library, issue a list of them and the descriptions, and offer them on a subscription basis, as well as the one-shot basis on which they're now available.

What do you think about it?

Cordially,

Dave

David Linton
Program Manager

[illegible]

Enrollment: xxxx 494
Veterans: xxx 283
all men
resident: 374

Dates: Oct. 1 -11/26,12/2-12/20,1/6-1/15, 2/3-3/28,4/7-5/21
Hours: M-F, 8 - 11 PM

Staff:
William Swartley, President, Ardmore 4303 W
A. Thompson Montgomer, Secretary
Fredric F. Fhue, Production Engineer
Robert Harper, Chief Engineer
Ernest Wilson, Treasurer

FA Tech and General: Thomas A. Benham
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Facilities: 2 small studios, 1 control, permanent line to WBHC Frequency: 580 kc

Network: Midat, Ivy seacoast supplementary
Accounts: H erald-Tribune

Paper: Haverford News

Haverford College WHAV Member Size group D

11/26/46
(Date of last revision)

N O T I C E

Above is printed a copy of the record card which contains basic data on your station in the IBS files. Please check it carefully and:

cross out any information which is no longer correct

write in corrections above, or on another sheet

fill in all blanks and complete any incomplete data

list all new officers on the attached blank, giving home addresses and graduation dates.

We must have this information to insure correct delivery of IBS publications. The record card will be sent you for revision at the beginning of every semester. Please return it promptly to avoid repeated requests.

If your station is on the air, be sure that the broadcasting dates and days and hours are correct for the coming semester.

Date of revision ________________ Signed ________________

I 234 200 8/24/46

Intercollegiate Broadcasting System 507 Fifth Avenue
New York 17, N. Y.

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

507 FIFTH AVENUE • NEW YORK 17, N. Y. • VANDERBILT 6-6075

August 26, 1946

Mr. Robert N. Hazelwood
3405 North Hackett Avenue
Milwaukee 11, Wisconsin

Dear Nick:

In Mr. Furman's absence I am taking the liberty of replying to your recent letter and will attempt to answer your questions in order.

At the present time you can count on a renewal of the Herald Tribune Account as definite for the fall. We have also had word from Columbia Recording Corporation that they will be interested in buying time on college stations and The New York Times and Time Magazine are good possibilities, none of which can be put on the definite list until after Labor Day or about the middle of September. Secondly, you ask if stations have the right to edit commercial copy provided there is no change in elasped time? The answer to that one is no.

Regarding Herald Tribune payments please refer to correspondence addressed to you July 11, requesting a June Affidavit and a letter dated June 17, requesting a May Affidavit. A bill in the amount of $30.45 was submitted to the Herald Tribune for station WHAV for the month of May, 1946. This bill was submitted on the 18th of July because your May affidavit was not received until then. This amount is at present outstanding and you will receive a check for it less the agency commissions. We have no record of your having broadcast in June. Prompt submission of affidavits on the first of each month will insure your account being up to date.

Sincerely yours,

Intercollegiate Broadcasting
Station Representatives

Walter H. Robinson

Walter H. Robinson
Manager

WHR:mp

ON RECORDS

With record materials available again and many new companies entering the popular record field, radio is becoming the number one showcase for the disc makers. At last count there were 240 companies putting out records, (many of them very small), and most of them are now anxious to supply free copies of their releases to radio stations. Some of the IBS stations are now receiving releases from one or more companies, and most stations can get them by asking the right people. Attached is a list of the major companies and their specialties.

Unfortunately, classical records are difficult or impossible to get because of their higher cost and limited market, but a campus station certainly has a good argument is asking for them--students buy several times as many classical records as the average radio audience.

First decide what types of music your station can, and will, use. Don't risk antagonizing companies by wasting their gifts. The discs are the companies' half of a simple deal. In return, they expect you to play the numbers over the air. Once you have convinced them that your audience will buy enough to warrant their expense, they will be only too glad to keep you supplied with the latest releases. Some of the smaller companies will even allow you to dig back into their catalogue and request a few of the back numbers.

After you've selected the best bets form the list of companies, put on your best business manners and really 'sell' your station. With the big national companies (Victor, Columbia, Decc a) free records must usually be secured from the distributor who handles the territory where your station is located. If you don't know who he is, ask your local dealer.

With smaller companies, the manufacturer is also the distributor. Write a letter to the Promotion Director and tell him facts about the prospective use of his product. Tell him what shows (type, length, number of times a week) they'll be used on. If you're getting records from other companies, tell him that (but you needn't give the companies' names). Tell him that your audience is exclusively college students, the ideal hand-picked group for recorded music. Make it clear that your station is a non-profit group. It goes without saying that all correspondence shall be on your buisness stationery.

By playing the record over the air and identifying tune and artist, you are completing your end of the deal. There is no boligation to identify the record company, since this is "advertising." Tune and artist establish all the prospective buyer has to know.

It's surprising how little the recording firms aknow about public tastes in music, except by their reflection in sales figures. If Someone qualified to know could write an occasional note to the companies telling them of the campus reaction to their releases, it would help to cement relations. If you have a "Campus Hit Parade," you could send the results to all companies whose records you get. It will let them know that their records are reaching a discriminating audience.

Joel Chaseman

David Linton

Intercollegiate Broadcasting System 507 Fifth Avenue New York 17 New York

Major Record Companies

(Comments and evaluations by courtesy of Joel Dorman of Dorrell)

COLUMBIA Recording Company, Bridgeport, Conn. (try local distributor)
Well established member of the Big Three; includes Dinah Shore, Sinatra, bands of Les Brown, Woody H erman, Harry James, up-and-coming Elliot Lawrence, Wonderful fidelity, but dead studios and easily worn surface. Intelligent orchestral backings on vocals.

DECCA, 50 West 57th Street, N ew York City (try local distributor)
Member of Big Three; has Bing Crosby, Helen Forrest, Dick Haymes, Andrews Sisters, Guy Lombardo, Lionel Hampton, Jimmy Dorsey; terrible surfaces, studios, artist's material. Slipping.

VICTOR, Camden, New Jersey (try local distributor)
Also one of the Big Three; contracts with Perry Como, Tex Beneke, Tommy Dorsey, Vaughn Monroe, Spike Jones; about the best all-around.

CAPITOL, 1 East 57th Street, New York
Smart and progressive under preexy Johnny Mercer; stable includes Mercer, Jo Stafford, Stan Kenton, King Cole Trio, Andy Russell; great studios, good surfaces (vinylite furnished to stations), artists mostly newcomers.

MAJESTIC, 29 West 57th Street, New York City
Fast moving outfit which doesn't miss a bet; has Louis Prima, Three Suns, Mildred Bailey, Jimmie Lunceford, Jerry Duranko; mediocre recording technique, poor surfaces (but stations get vinylite), crowd-pleasing, commercial discs.

MUSICRAFT, 40 West 46th Street, New York City 19
Sharp, expanding crew; Artie Shaw, Duke Ellington, Mel Torme, Dizzy Gillespie; good surfaces, fair studios. They're on the way.

SIGNATURE, 601 West 26th Street, New York City
Has good future under 24 year old president Bob Thiele; trying hard to sign name talent; has Monica Lewis, Shorty Sherock, Johnny Bothwell; fair recordin s; has featured jazz, trying to branch out.

KEYNOTE, 522 Fifth Avenue, New York City
One of the biggest jazz firms; mostly pickup crews; the jazz is New York and Chicago variety, tastefully done with little regard to surfaces or studios.

MERCURY, 839 South Wabash, Chicago, Ill.
Chicago group, trying hard to hit top; has Buddy Rich and Errol Garner among jazz names; poor recording, balance, studios.

SONORA, 730 Fifth Avenue, New York City
Pop and semi-classical releases; Jerry Wald, Raymond Scott; fair recordings, uneven; no promotion technique, making records seem stepchild of big Sonora radio business.

COMMODORE, 415 Lexington Avenue, New York City
Long established jazz firm, specializing in Dixie and Chicago. Good Records.

CONTINENTAL, 265 West 54th, New York City 19
Expanding firm with five release divisions (you may ask for one or several) :Jazz, Popular, Polka, Western, and I nternat ional. Has tremendous facilities, good product, few names.

BLUENOTE, 767 Lexington Avenue, New York City
Six-year old Jazz firm, with all types of jazz used; good recordings, fair studios; enjoys "discovering" solo-men. Very clear lable, with all sidemen listed.

ARA, 313 West 57th Street, New York City
H oagy Carmichael's firm, featuring him; terrible surfaces; trying hard, especially with sales-appeal gimmicks. These won't replace music, however.

APOLLO, 615 Tenth Avenue, New York City
Large jazz company, slowly expanding from colored field to more varied product; bad surfaces, blaance, studios, material.

COSMOPOLITAN, 745 Fifth Avenue, N ew York City
Medium firm, in field strictly for mazuma; Larry Clin on, Tony Pastor, Hal McIntyre, under dontract; poor recordings and balance.

SUPERDISC, 610 Fifth Avenue, New York City
Small indie; poor facilities, pickup groups, unknown talent; poor quality

[illegible], 117 West 46th Street, New York City
Jazz, foreign, and classical; small firm; fair quality, all things considered.
MAPOH, Clark Record Company, Newark, New Jersey

[illegible], 40 West 40th Street, New York City
HUB, 565 Fifth Avenue, New York City

Vestpocket jazz with pickup groups; usually poor pressings in balance, and surface, facilities.

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

507 FIFTH AVENUE, NEW YORK 17, N. Y.

ORDER NUMBER B

DATE Sept. 17, 1946

AGREEMENT between WHAV and the INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES to broadcast radio programs of The N.Y. Herald Tribune as specified below:

NAME OF PROGRAM: Spot Announcements

PRODUCT: The N.Y. Herald Tribune

LENGTH OF BROADCAST	HOUR	DAYS	TIMES PER WEEK	TOTAL NO. TIMES
50 Words	Twice Daily	Mon. through Thurs., incl.	8	208

STARTING DATE: September 23, 1946

EXPIRATION DATE: Last date of broadcast in second semester of 1947.

PROGRAM MATERIAL ARRANGEMENTS

COMMERCIAL ANNOUNCEMENTS

To be supplied by the sponsor, The N.Y. Herald Tribune.

CONTINUITY

LIVE TALENT

TRANSCRIPTIONS

ADDITIONAL INSTRUCTIONS

It is understood that the two daily announcements will be aired at least two hours apart from each other.

RATES	Station Charge	Other Charges	Total
	$ 1.0875	$	$ 226.20
	$	$	$

15% Commission allowed to Recognized Advertising Agencies on Net Charges for Broadcasting Facilities.

Intercollegiate Broadcasting Station Representatives

By Walter H. Robinson

Walter H. Robinson

Address Station WHAV
Haverford College
Haverford, Pennsylvania

City State

By:

Business Manager

Standard Conditions

GOVERNING CONTRACTS FOR SPOT BROADCASTING

Adopted 1933 and Revised 1942 by

American Association of Advertising Agencies and *National Association of Broadcasters*

1. PAYMENT

[a]. The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this contract unless expressly otherwise agreed in writing.

[b]. The agency personally agrees to pay for broadcasting covered by this contract, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this contract; or, when cash discount is deducted but payment date not specified on the face of the contract, on the fifteenth of the month following.

[c]. In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

[d]. Station's invoices for broadcasting covered by this contract shall be in accordance with the station's log and shall so state on each such invoice.

[e]. Invoices should be rendered not less often than monthly.

[f]. Affidavits of performance shall be furnished by station on request of agency.

[g]. The station reserves the right to cancel the contract at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this contract as it may see fit.

2. TERMINATION AND RENEWAL

[a]. This contract may be terminated by either party by giving the other fourteen (14) days' prior written notice; provided that no such notice shall be effective until fourteen (14) days after start of broadcast service hereunder. If agency so terminates this contract it will pay station according to station's rate card on which this contract is based for the lesser number of periods, for all services previously rendered by station. If station so terminates this contract, agency will then either agree with station on a satisfactory substitute day or time for continuance of broadcasts covered by this contract at the card rates on which this contract is based for such substitute time, or, if no such agreement can be reached agency will pay station according to the rates specified herein, for all services previously rendered by station; that is, the agency shall have the benefit of the same discounts which the agency would have earned had it been allowed to complete the contract. In the event of termination hereunder neither party shall be liable to the other party otherwise than as specified in this paragraph, and in paragraph 6 hereof.

[b]. The broadcast time (or times) covered by the contract may be renewed by the agency by giving station two (2) weeks' written notice prior to the expiration of the contract or any extension thereof.

3. INABILITY TO BROADCAST

[a]. Should the station, due to public emergency or necessity, legal restrictions, act of God, or for any other reason beyond the control of the station, be unable to broadcast one or a part of any one of the agency's programs at the time specified, the station shall not be liable to agency except to the extent of allowing in such case either (1) a pro rata reduction in the time charges hereunder, or (2) if an interruption occurs during the commercial announcement portion of any broadcast a credit to agency in the same proportion to the total station time charge which the omitted commercial portion bears to the total commercial portion of the broadcast, it being mutually agreed that station shall credit agency on whichever basis is more favorable to agency. In the event of such omission station will upon agency's request make a suitable courtesy announcement as to such omission. Such omission or interruption shall not affect rates of discount: that is, the agency shall have the benefit of the same discounts which the agency would have earned had it been allowed to complete the contract. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an act of God, public emergency or legal restriction.

4. SUBSTITUTION OF PROGRAMS OF PUBLIC IMPORTANCE

[a]. The station shall have the right to cancel any broadcast covered by this contract in order to broadcast a sustaining program which it deems to be of public importance. In such case, the station will notify the agency, in advance if possible, but in any case immediately after such broadcast, that agency's program has been cancelled.

[b]. The station, provided it has first secured the approval of agency as far in advance as possible, may also cancel any broadcast covered by this contract and substitute a commercial broadcast of public importance.

[c]. In the case of a cancelled program, whether for the substitution of a sustaining program or a commercial program, the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates, discounts or rights shown on this contract, except that agency shall not be required to pay for the cancelled program.

[d]. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon, and the station shall reimburse the agency any non-cancellable cost of live talent.

5. RATES

[a]. It is agreed that the rate named in this contract is the lowest rate made by the station for like services and that if at any time during the life of this contract the station makes a lower rate for the same services, this contract shall be completed at such lower rate from that date.

[b]. All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

[c]. If this contract is continued beyond the time specified herein, the additional broadcasts shall be considered part of this contract and the same rate shall apply until any lower rate prevailing at the time this contract is made shall have been earned; and then such lower rate shall apply to the whole contract. This provision shall not, however, cover a service rendered by station later than one year from the date of the first broadcast.

[d]. In the event of revision of station rates or discounts, this contract may be extended at the rates and discounts herein shown without penalty of short rate or discounts on previous broadcasts hereunder, for a period of not more than fifty-two (52) weeks from the effective date of such revision; provided, however, that such extension is executed not later than thirty (30) days after the effective date of such revision.

[e]. In the event agency contracts with station for additional time for the advertiser hereunder the rates and discounts shown on the rate card on which this contract is based shall apply to such additional time for a period of fifty-two (52) weeks from the effective date of any revision of rates or discounts.

[f]. All broadcasts placed with station for the advertiser within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided, however, that announcements cannot be so combined with five (5) minute or longer programs.

6. PROGRAMS

[a]. The contract for station time includes the services of the technical staff and of a regular staff announcer. Other talent and service charges, if any, are covered in this contract and such charges are subject to change by the agency with the consent of the station.

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

[c]. Except as otherwise hereinafter expressly provided the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietory rights, resulting from the broadcasting of the programs herein provided for in the form furnished by the agency. The station agrees, however, to save the agency and advertiser harmless against all such liability where the programs are prepared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished by the agency. Station will save agency and advertiser harmless against all such liability with respect to music on station-built programs. Station will save agency and advertiser harmless against all such liability with respect to music on agency-built programs provided such music has been cleared and approved for broadcasting by a licensor designated by station. Agency will save station harmless against all such liability with respect to music on agency-built programs if such music has not been cleared and approved for broadcasting by a licensor designated by station.

[d]. Notwithstanding the indemnitor (party hereto on whom duty of defense is imposed) shall have assumed the defense of any litigation hereunder, the indemnitee, upon relieving the indemnitor in writing of its obligations hereunder with respect to such litigation, shall have the right, if it shall so elect, thereafter to conduct the same at its expense by its own counsel. It is understood, however, that by common consent, the litigation and the responsibility of the parties hereto may be handled in some other way. The indemnitor upon request shall keep the indemnitee fully advised with respect thereto and confer with the indemnitee or its counsel.

[e]. Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

[f]. The provisions of this paragraph shall survive any cancellation or termination of this contract.

7. GENERAL

[a]. This contract is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

[b]. The rights under this contract shall not be transferable to another advertiser than the one specified in this contract unless the consent of the station has been obtained.

[c]. In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

[d]. The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

[e]. All requests by agency for station to handle audience mail must be submitted to station in advance and approved by station.

[f]. The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

(OVER)

INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVENUE
NEW YORK 17, N. Y.
VAnderbilt 6-6075

30 September 1946

Mr. A. Thompson Montgomery
Radio Station WHAV
Haverford College
Haverford, Penna

Dear Mr. Montgomery,

Thank you for your note of September 26, and for the copy of Bill Swartley's letter to Weed. Unfortunately, I had discussed the matter of the Weed contract with Hazelwood over the phone, and the information I gave him was not communicated to Swartley, so the letter which Weed receives may give him some unwarranted encouragement, but no harm has been done. At any rate, no further action on your part can be taken now.

As I told Ernie Wilson on the phone today, Weed is stalling for time until he gets more answers to his letter, which was sent to all our stations. I believe he will settle on our terms in a few days. We have decided to wait a couple of days, investigating the qualifications of several other representatives in the meantime.

With regard to correspondence, we have had a lot of difficulty reaching station personnel in the past. At one time we tried the scheme of sending all station material to one person. It didn't work, because the people for whom it was intended often got it days later and sometimes not at all. One of the stations where this system was particularly unsuccessful was WHAV. Since that time, we have adopted a general policy of sending all mail to the individual addressed, at his college address. This has been a lot better, because most students are glad to get mail, and read it immediately. Furthermore, our publications, particularly the Bulletin, are intended to be personal subscriptions for each officer of the station, and are addressed by machinery. We would much prefer to use the same system at WHAV that we use in all other colleges, and I believe it would be less work for you. If you wish, we will put your name on the "Station Managers" list, so that you will receive copies of all publications, in addition to the copy sent to the individual concerned. Correspondence can be addressed to the individual at Station WHAV if you believe this will facilitate answering, but I should hate to think that you had to read all the program, business, publicity, and technical material which we publish and all our letters besides. We ordinarily correspond regularly with four or five people in each station on different subjects.

WEED & COMPANY
RADIO STATION REPRESENTATIVES

350 MADISON AVENUE
NEW YORK CITY
THE BOOK BUILDING
DETROIT, MICHIGAN
203 NORTH WABASH AVE.
CHICAGO, ILLINOIS
6253 HOLLYWOOD BLVD.
HOLLYWOOD, CALIF.
HOTEL MARK HOPKINS
SAN FRANCISCO, CALIF.
STATLER BUILDING
BOSTON, MASS.
HAAS-HOWELL BUILDING
ATLANTA, GA.

New York 17, N. Y.
October 11, 1946

Mr. William A. Swartley
Station WHAV
Haverford College
Haverford, Pa.

Dear Mr. Swartley:

On September 23rd, Dave Linton and Paul Yergin came to see me and told me that IBS had decided to cancel the contract which gives IBSR the right to represent the college stations.

This contract actually runs in its original form until January 1, 1947 and, in addition to that, it was renewed by IBS last July for one additional year up until January 1, 1948. When I pointed this fact out to Dave and Paul they said that if I did not agree they would break the contract and they could definitely find some way of doing this.

Naturally, I am upset by this. It bothers me that Dave Linton and Paul Yergin should feel so strongly about this matter that they threaten a breach of contract. But I felt particularly bad when they said that they were acting under instructions from the college stations.

I have been interested in college broadcasting and the intramural stations in the colleges since 1940. This interest has taken the form of financial support of both IBS and the sales organization, IBSR, since 1941. In that period I have invested $15,337.00 without return. In other words, my interest in and desire to help college broadcasting has cost me that much money since February 1941.

With the exception of the year 1945, when some so-called "tax money" was spent in college radio, IBS and IBSR have always operated at a loss and this deficit has been made up by me. In spite of the very best sales efforts of everyone concerned, it was never possible to obtain more than one or two national accounts at a time. And now that the unusual situation which

prevailed during ~~the~~ 1945 has passed, college radio is beset by the same problems which hindered it in previous years.

These problems are basic and college stations cannot expect a reasonable volume of national advertising until a solution has been found for them. Briefly, they are as follows:

1. There are not enough college stations. A national advertiser, by his very definition, is interested in more than one market and does not like to use advertising media which limit his activities to a certain small segment of the country. If there were 60 to 100 college stations in operation spread pretty generally over the entire country, this problem would automatically be solved.

2. The advertiser, by and large, feels that the college station is a toy and as such it is played with by the students rather than operated on a business basis. Without debating whether this is true or not, the fact remains that this is a conviction which the advertiser holds and which all of our sales effort has not been able to shake, chiefly because not enough college stations are operated on an efficient and business-like basis.

IBSR has tried to shield the station from too close scrutiny on the part of the advertiser by handling all bills and contacts with the advertiser. But even this has not sufficed to justify or cover up missed broadcasts, late affidavits, unreasonable time changes and large unexplained gaps in the schedule.

I assure you that the problem of obtaining a sizable volume of national business can be solved only if remedies can be found to change these two basic difficulties.

Last winter, in spite of the best business the colleges have had since the inauguration of intramural broadcasting, a committee representing the colleges waited on me and demanded that I discharge Lou Bloch on the grounds that he was an inefficient salesman and incapable of obtaining the amount of business which rightfully should accrue to college radio. Now again, in spite of the fact that I have two salesmen working, Walter Robinson and Mal Furman, a committee has come and complained that not only are these salesmen incompetent and inefficient but I too have shown myself unworthy.

Now just to clarify this matter, I must tell you that my business is the sale of time for standard broadcast stations. In 1945 my company sold over $4,000,000 worth of time to national advertisers. The same experience that went to build up this successful record has been applied to the problem of selling time on the college stations. But no matter how skillful and experienced the sales effort, the product must have certain fundamental values before it can be successfully sold.

In view of my support of the sales organization, IBSR, and even of the Intercollegiate Broadcasting System itself for several years, I found it difficult to believe that Dave Linton and Paul Yergin were expressing the desire of the majority of the college radio stations when they requested a dissolution of the representation agreement between IBS and IBSR. However, they informed me today that this move is the will of the majority of the college stations and that if I do not accede to a request for cancellation, they will take immediate steps to effect a dissolution in some other manner.

In the face of this determined stand I would be foolish indeed if I were to try to sustain my connection with college radio. Therefore, I have decided to accede to this request for the cancellation of the contract.

Very truly yours,

INTERCOLLEGIATE BROADCASTING STATION
REPRESENTATIVES

J. J. Weed

JJW:GH

J. J. Weed

Intercollegiate Broadcasting System 507 Fifth Avenue New York 17 N.Y.

19 October 1946

It is with great pleasure that we announce the tentative appointment of Lewis B. Avery, Inc. as national advertising representative of the Intercollegiate Broadcasting System and its commercial member stations. The Avery organization was selected after careful consideration of several representatives and investigation of their qualifications, and comes to us with the highest reccommendations of the Intermountain Network which it represents.

Lewis Avery, the president, is a graduate of Union College, and has had extensive experience in many fields of radio and advertising. While at Union, he studied Electrical Engineering with Charles Steinmetz and was associated with the Union College Radio Society which later founded station UCRS. After graduation, he worked for two years as an announcer on WGY, Schenectady, a pioneer 50,000 watt station, and followed with two years as Assistant Advertising Manager of General Electric. The next three years he spent as an account executive at the Buffalo office of Batten, Barton, Durstine, and Osborne, a large advertising agency. Then after seven years as commercial manager of WGR and WKBW in Buffalo, he worked for three years for Free and Peters, station representatives, at their Chicago office.

Avery next joined the National Association of Broadcasters in Washington as Director of Broadcast Advertising. There he wrote several pamphlets - "Radio and Retailing in 1943", "How to Buy Radio Time","The Elements of a Successful Radio Program" and "How to Measure Radio Audiences". This series was later incorporated into a book, Retailing and Broadcasting, published by NAB. Lew Avery entered station representation about one year ago, forming his own company.

The standard stations represented by the Avery firm are:

WJJD	Chicago	KLO	Ogden, Utah
WHAN	Charleston S.C.	WPOR	Portland, Maine
WSAI	Cincinnatti	KOIN	Portland, Oregon
KSAL	Duluth, Mich.	WHBF	Rock Island, Ill.
KILO	Grand Forks, N.D.	KROY	Sacramento, Cal.
WJEF	Grand Rapids, Mich.	KALL	Salt Lake City
WFBC	Greenville, S.C.	WDAR	Savannah, Ga.
KHON	Honolulu, T.H.	KMA	Shenandoah, Iowa
WKZO	Kalamazoo, Mich.	KXEL	Waterloo, Iowa
WDGY	Minneapolis and St. Paul		

and the Intermountain Network, which includes KLO and KALL plus KOVO, Provo, Utah, KVNU, Logan, Utah, KOAL, Price, Utah, KID Idaho Falls, Idaho, and KVRS Rock Springs, Wyoming.

The organization has offices in New York, Chicago, Los Angeles, and San Francisco, which is an important consideration in view of the expansion of IBS in the midwest and far west. IBS business will be

handled by all of the offices.

On October 22, 1946, J.W. Knodel will join the firm, which will become Avery-Knodel Inc. Knodel will be Vice-President and will head the Chicago office. B.P. Timothy, also of the Chicago office, is Secretary of the firm and David H. Sandeberg is Director in charge of the West Coast offices. The New York headquarters are staffed by Lew Avery, President, Arthur McCoy, Treasurer, two salesmen and clerical personnel.

J.W. Knodel, the new partner in the enterprise, has been in advertising in executive positions for 18 years. Last year he was Director of National Sales for Field Enterprises (Marshall Field) which operates two radio stations. Previously he had been a member of the National Association of Broadcasters Sales Managers' Executive Committee, had spent eight years with a major station representative, three and a half of them as a Vice-President and General Manager of the Chicago office, and had spent nine years with the Hearst papers in national advertising.

We believe we are fortunate to have obtained the services of a representative with such qualifications. The appointment has already taken effect and work has been begun, although the final arrangements have not been completed. Mr. Avery will attend dinner between the afternoon and evening sessions of the Governing Council meeting on Saturday, October 26, and is anxious to meet the representatives of all member stations.

Financial condition of IBS, October 25, 1946

Assets		Liabilities	
Bank balance	1205.83	G. Abraham--expenses	30.85
Petty cash	16.76	G. Abraham--loan	500.00
Due from WMS	12.12	S. J. Brown--loan	1500.00
Fixed assets (approx)	700.00	Salary to 10/25	280.00
	1934.71	DLinton-salary to 10/25	345.00
		Survey punching	50.00
		Est. Oct. phone	40.00
			2745.85

ESTIMATED MONTHLY BUDGET FOR IBS

Item	Weekly	Monthly (4 1/3 weeks)	
Salaries			
Dave Linton	50.00	220.00	
Sunny Brown	45.00	193.50	
Editorial assist.	40.00	172.00	
Secretary	40.00	172.00	
Bookkeeper	20.00	86.00	
	195.00	843.50	843.50
Rent		70.00	70.00
phone		80.00	80.00
Printing & offset			
Bulletin		125.00	
		125.00	
		250.00	250.00
Postage		50.00	50.00
Stationery, office supplies		75.00	75.00
Miscelleaneous		20.00	20.00
Promotion and publicity		25.00	25.00
Petty Cash		50.00	50.00
Travel & conventions		75.00	75.00
Technical dept. expenses		100.00	100.00
			1638.50

REPORT OF SPECIAL COMMITTEE APPOINTED BY THE GOVERNING COUNCIL OF THE INTERCOLLEGIATE BROADCASTING SYSTEM

October 26, 1946
Paul F. Yergin

At the May 1946 meeting of the Governing Council a committee was set up by order of the Governing Council and was charged with investigating sources of income for IBS other than assessment of members. The committee was further given the power to accept income from such sources for IBS, consistent with the program of IBS as established by the Governing Council.

The members of the committee are T. J. Wertenbaker, D. Linton, and P.F.Yergin. It was understood that Wertenbaker's main function would be to advise the other two members, as his geographical separation made it unlikely that he would be able to participate actively in the work of the committee. The committee has never met formally, but discussions have been carried on in New York, and by mail with Wertenbaker. All of the actual investigating has been done by Linton, and the New York office of IBS has undertaken to carry out such of the ideas considered as seemed practical.

The following means of support have been considered and found more or less promising:

1. Network operation charges.

When IBS operates a network, with sponsored programs carried on it, the cost of operating the netwok will be taken out of the advertising revenue of the network. It is apparent that a certain portion of the work that IBS does even in the absence of an actual operating network can properly be charged to network operating costs. It is estimated that this portion might amount to as much as 1/3 of present and proposed operating expenses of IBS, exclusive of direct network operation costs.

2. Network Production Charges.

When sponsored programs are carried on the network, IBS and its members may undertake the production of these programs for the sponsor. The sponsor will be charged for the cost of production, above the network time charges. In general the production charge would exceed the production cost. Part of the production charge would be paid to the station of origination, depending on how much of the production work they did, and the remainder would remain with IBS. It is very difficult to estimate how much income this might produce, as it is not possible to load the sponsor too heavily with production costs in addition to time charges.

3. Non-Network Production Charges.

As with network programs, if IBS undertakes the production of sponsored non-network programs, production charges may bring some net income.

4. Radio Industry.

Some income, either in the form of money or services, facilities, or otherwise, may be forthcoming from the radio industry. At present the Middle Atlantic Network is sponsored by a radio station in Philadelphia. It is not possible to give any reasonable estimate of the net income IBS might derive from such sources.

5. Cooperative Program Charges.

IBS might undertake to produce programs to be distributed by transcription or scripts, for local sponsorship on member stations. In some cases the cost of production may be borne by others than IBS, and IBS would be reimbursed for its administrative expenses in connection with the programs.

An example of this is a trade organization interested in promoting general use of the product concerned by producing a program for local sponsorship by businesses selling that product. They would pay the production and distribution costs, while the local sponsor would pay only the station time charges. This is mainly a means of increasing the income of member stations. The net income to IBS would be small in any event.

6. Outside Production of Sustaining Programs.

There are some organizations which have a message or point of view (non-controversial) which they wish to get across, which might be willing to pay the production costs of sustaining programs giving voice to their message. They would probably produce the program themselves, so that IBS would derive no net income from the production costs, but other advantages might arise, and some distribution and administrative costs might be defrayed.

7. Sale of Publications.

A. Bulletin. At the suggestion of Wertenbaker, a subscription price was established for the Bulletin, and subscriptions have already been received, even with no promotion. If 500 subscriptions were received, a net income to IBS of about $550 would result. This would still be far less than the cost of publishing the Bulletin, but that cost is carried whether subscriptions are sold or not. This source of income has the advantage that it requires no investment on the part of IBS before income is available, except the small amount of promotion needed.

B. Handbooks. A number of handbooks are in various stages of publication. These can be sold for 75¢ to $1.00. This will not cover the publication costs, but again, IBS would pay that anyway. The cost of printing the extra copies may run about 50¢ per copy. Investment is required in advance of sales. However, the prospects of sales of some of them is very good, A handbook of pronounciation of musical terms and names would be in great demand in the radio industry and elsewhere. Probably only a limited number will be first printed by IBS, and if the first edition sells out, and there is promise of considerable further sales, IBS can either reprint, or may sell publication rights to another publisher, in which case the authors would also get royalties, as they contribute the original work free to IBS.

SUMMARY

There seem to be no quick sources of income that will provide more than a trivial portion of IBS operating expenses. The few that can provide this trivial portion are being pursued. The ones that might eventually pay a total of one-third to one-half of IBS operating expenses will be followed up and may be expected to produce appreciable income in one or two years. However, they all require prior investment of money and effort by IBS. Any reduction of the scale of IBS operations would jeopardize these potential sources of income. Some of them will require a moderate expansion of operations before any return can be realized.

Summary of the

Proceedings of the Governing Council Meeting

October 26 and 27, 1946

Report of the Committee appointed by the Council to investigate sources of financial support for IBS, other than dues from Members. (Copy attatched)

Reports of the Executives:

Chairman: new stations and growth of IBS

Business Manager: (acting--David Linton): Report on the negotioations with Avery-Knodel, Inc. for advertising representation and request that their appointment be ratified. Discussion of the amount of national advertising business which might be reasonably be expected, and of the costs of operating IBS. Presentation of the budget, with request that it be approved.

Discussion of proposed assessment plans, and request that Plan C (in original notice before the meeting) be approved with changes to allow exemptions for capital investments.

Station Relations Manager: discussion on new stations, Bulletin publication, and new system proposed for checking on broadcasts of commercial material.

Program Manager: Brief mention of network plans and the desirability of obtaining programs from all stations for exchange. Another request for the submission of scripts for the library and transcription exchange.

Technical Manager: (copy of report attached) request for the Council to consider the necessity of hiring an engineer to advise new stations and carry on much of the routine correspondence now handled by the Techbical Manager.

Discussion of these reports and legislations as follows:

1. The firm of Avery-Knodel, Inc. was approved by the Governing Council to represent IBS stations for the purpose of obtaining sponsorship for programs by national advertisers.

2. The Business Code was amended to strike out section 1 and insert in its place the following:

"Each Member shall abide by the terms of any contract signed on behalf of IBS, with the approval of the Governing Council, with an advertising representative for the purpose of obtaining sponsored programs for broadcast by the Members.

"This shall not be construed as requiring any member to carry advertising."

3. The Technical Code was amended by the addition to section a. of the following:

"The carrier frequency shall be chosen to be an exact multiple of ten kilocycles per second."

4. The Governing Council directed the Chairman of the Executive Committee to request the Federal Communications Commission to reserve certain call letters for use by IBS stations, such call letters to be requested as the individual stations so desire.

5. The financial statement and budget submitted by the Executive Committee was accepted with the following amendment:

"That the salaries due to Sonia-Jane Brown and David Linton, for the period from the last time such salaries were paid, be carried on the books as a debt, until such time as this debt can be paid."

6. the following resolution was adopted as an emergency measure:

"Whearas the Intercollegiate Broadcasting System is now in immediate need of funds to continue operation, and whereas the Members are strongly desirous of maintaining the organisation, and whereas the Governing Council is of the opinion that unusual measures are required to achieve this:

"The Intercollegiate Broadcasting System shall withhold 50% of each station's net income from the present national advertising contract, and all of each station's

net income from any additional national advertising contracts, until the income of the Intercollegiate Broadcasting System is sufficient to meet the budget and debt approved by the Governing Council, less whatever economies the Executive Committee is able to effect.

"The amount so withheld by the Intercollegiate Broadcasting System shall be creditied to each station's dues for the current fiscal year."

7. The dates of the next meeting of the council were set at December 7 and 8, 1946.

8. The following assessment plan was adopted by a vote of 12 to 4:

Miminum of$ _____ per year.

Divisions of IBS budget, less income from other sources, in proportion to total income of Members, with adjustments as follows:

Exemptions on income spent for capital improvements, and savings, ets. as approved by the Governing Council in accordance with a procedure to be outlined.

It was agreed that further discussion of the method of operation of this plan would be carried on at the next meeting of the Council.

Emergency Assessment Plan

Approved by the IBS Governing Council, October 27,1946

preamble: Whereas, the Intercollegiate Broadcasting System is now in immediate need of funds to continue operation, and whereas the members are strongly desirous of maintaining the organization, and whereas the governing Council is of the opinion that unusual measures are required to acheive this:

The Intercollegeiate Broadcasting System shall withhold 50% of each station's net income from the present national advertising contract, and all of each station's net income from any additional national advertising contracts, until the income of the Intercollegiate Broadcasting System is sufficient to meet the budget and debt approved by the Governing Council, less whatever economies the Executive Committee is able to effect.

The amount so withheld by the Intercollegiate Broadcasting System shall be credited to each station's dues for the current fiscal year.

Action taken by IBS Governing Council Oct.27,1946

Amendments to the codes of IBS:

Business Code: Section 1 of the Business Code shall be stricken out, and the following be inserted in its place:

Each Member shall abide by the terms of any contracts signed on behalf of IBS, with the approval of the Governing Council, with any advertising representative for the purpose of obtaining sponsored programs for broadcast by the Members.
This shall not be construed as requiring and Member to carry advertising.

Technical Code: The following shall be added to section a) of the Technical code:

The carrier frequency shall be chosen to be an exact multiple of ten kilocycles per second.

Appointment of Representative:

The firm of Avery-Knodel,Inc., was approved by the Governing Council to represent IBS stations for the purpose of obtaining sponsorship for programs by national advertisers.

Call Letters:

The Governing Council has directed the Chairman of the Executive Committee to request the Federal Communications Commission to reserve certain call letters for use by IBS stations, such call letters to be requested as the individual stations so desire.

Budget:

The financial statement and budget submitted by the Executive Committee was accepted with the following amendment.

That the salaries due to Sonia-Jane Brown and David Linton, for the period from the last time that such salaries were paid, be carried on the books as a debt, until such time as this debt can be paid.


INTERCOLLEGIATE
BROADCASTING SYSTEM
IBS
IBS

ADVANCE REPORT

1946 CAMPUS LISTENERSHIP SURVEY

The information presented in this report is based on the total national sample of 1946 interviews conducted in 20 colleges. The data presented here are given without explanation in order to make this information available to IBS members at the earliest possible date. A complete report is in preparation.

Th is report is prepared solely for members of the Intercollegiate Broadcasting System, and is to be considered confidential.

Intercollegiate Broadcasting System 507 Fifth Avenue, New York 17, N.Y.

INTERCOLLEGIATE BROADCASTING SYSTEM

1946 LISTENERSHIP SURVEY

		Total	Men	Women
Is there a radio in your room, your own or your roommate's ?	YES:	77.8%	82.5%	73.8%
Do you ever listen to the radio at college ?	YES:	94.3%	95.1%	93.8%
Number of cases		1946	869	1077
Did you listen to the radio at all yesterday ?	YES:	73.5%	74.9%	72.4%
Exactly when did you listen ?		(See attached graph of listening hours)		
Average number of hours listening for entire day		2 hrs.22 min.	2 hr.28 min.	2 hr.17 min.
Average number of hours listening in the evening (6 to midnight)		1 hr.08 min.	1 hr.14 min.	1 hr.03 min.
Number of cases		1833	823	1010

These figures are based on returns from 31 colleges, 25 of which have campus radio stations and 5 of which did not at the time of the survey.

Colleges with stations: Univ. of Alabama, Brown, Bryn Mawr, Bucknell, Cornell, Howard, Haverford, Mary Washington, Ohio Univ., Univ. of Pennsylvania, Princeton, Radcliffe, Stephens, Union, and Yale.
Colleges without stations: Antioch, Univ. of Connecticut, Miami (Ohio), College of the Pacific, Russell Sage.

NOTE: The first two questions were asked of all respondents. All other questions given here were asked only of those who listen to the radio at college.

PERCENTAGE OF STUDENTS LISTENING TO THE RADIO AT EACH HALF-HOUR PERIOD

(Sets in Use)

1833 cases: 823 men and 1010 women

INTERCOLLEGIATE BROADCASTING SYSTEM

1946 LISTENERSHIP SURVEY

PROGRAM PREFERENCES - % Liking Various Program Types

rank		Total	Men	Women
1	Popular, dance music	87.3%	85.6%	89.0%
2	Semi-classical music	86.3	79.2	93.4
3	News bulletins	83.5	81.6	85.3
4	Symphonic music	73.0	65.1	80.9
5	Variety, comedy	71.7	73.3	70.0
6	News commentators	62.6	54.6	70.5
7	Plays (non-mystery)	58.9	42.3	75.4
8	Mystery plays	50.6	38.6	62.6
9	Sports events	50.4	67.6	33.1
10	Hot jazz, blues	50.3	49.6	51.0
11	Operas, operatic music	45.8	35.4	56.1
12	Folk music, spirituals	37.2	32.0	42.4
13	Quiz programs	34.5	31.1	37.9
14	Sports commentators	34.1	46.9	21.2
15	Round tables	33.4	29.5	37.2
16	Talks, interviews	19.9	15.7	24.0
17	Religious programs	10.5	7.2	13.8
	Average number liked	8.90	8.35	9.45
	Number of cases	1927	862	1065

(NOTE: Differences of 6% or more between men and women are significant

INTERCOLLEGIATE BROADCASTING SYSTEM

1946 LISTENERSHIP SURVEY

I - Network affiliation of station listened to most

II - Network affiliation of stations mentioned among first four

	I			II	
	over 1 year *	less than 1 year **		over 1 year *	less than 1 year **
IBS	24.4%	1%	IBS	52.6%	12%
NBC	14.4%	15%	NBC	58.0%	57%
CBS	13.6%	14%	CBS	52.7%	69%
ABC	17.4%	49%	ABC	52.6%	74%
MBS	4.0%	3%	MBS	29.5%	23%
Ind.	26.2%	18%	Ind.	51.9%	47%
No. cases	824	160		860	160

FREQUENCY OF LISTENING TO IBS STATION

	over 1 year *	less than 1 year **
Four or more per week	39.2%	7.8%
Three per week	9.0	9.3
Twice per week	11.8	14.6
Once a week	10.3	16.3
Less than once	8.0	19.9
Never	21.7	31.8
Total once or more per week	70.3%	48.3%
Number of cases	862	160

*Stations established over one year: Bucknell, Cornell, Harvard, Haverford, Princeton, Radcliffe, Stephens, Union, Yale.

**Stations established less than one year: Mary Washington, Univ. of Pennsylvania.

INTERCOLLEGIATE BROADCASTING SYSTEM

1946 LISTENERSHIP SURVEY

	Yale	Cornell	Harvard	Princeton	Brown *	Radcliffe	Haverford	Mary Washington	Bucknell	Ohio U.	U. of Penna.	Stevens	Bryn Mawr *
% Own radio in room	69%	79%	85%	81%	75%	69%	73%	77%	79%	68%	88%	81%	54
% Listen on radio at college	96	94	90	80	93	95	90	97	94	90	95	93	86
% Listening on an average day	77	79	51	80	75	58	57	80	71	67	70	70	46
% Listening to IBS station once a week or more	92	87	80	75	71	69	65	60	56	28	27	17	8
% Listening to IBS station four or more times a week	68	58	25	41	42	22	5	11	32	10	2	6	-
% Who listen to IBS station most	44%	43%	16%	32%	21%	32%	21%	no question	1%	none	3%	1%	none
Rank of IBS station among stations listened to most	1	1	2	2	1	2	1	no question	10	none	7	4	none
% Mentioning IBS station among four stations listened to most	67%	67%	51%	64%	47%	51%	41%	14%	11%	33%	2%	13%	9%	6%
Number of cases	141	142	100	111	55	72	41	100	139	115	66	134	42

* Surveys for Brown and Bryn Mawr were not reliably taken and are included here to show approximate rank, rather than reliable data. Alabama omitted because of improper sampling.

INTERCOLLEGIATE BROADCASTING SYSTEM
507 FIFTH AVENUE, NEW YORK 17, N. Y.

[illegible] BROADCASTING SYSTEM

Active Member Stations

January 1947

Call	College or University	Location	Status
BRN	Alabama, University of	University, Alabama	Member
APS	Antioch College	Yellow Springs, Ohio	Trial
	Baylor University	Waco, Texas	Trial
[illegible]	Brigham Young University	Provo, Utah	Member
[illegible]	Brown University	Providence, R. I.	Member
[illegible]	Bryn Mawr College	Bryn Mawr, Penna.	Member
WBRG	Bucknell University	Lewisburg, Penna.	Member
WCIT	Carnegie Institute of Tech.	Pittsburg, Penna.	Member
[illegible]	Colorado State Coll. Education	Greeley, Colorado	Trial
[illegible]	Columbia University	New York, N.Y.	Member
[illegible]	Connecticut, University of	Storrs, Conn.	Member
[illegible]	Cornell University	Ithaca, New York	Member
[illegible]	Dickinson College	Carlisle, Penna.	Trial
[illegible]	Emerson College	Boston, Mass.	Affiliate
[illegible]	Georgetown University	Washington, D. C.	Trial
[illegible]	Hamilton College	Clinton, New York	Member
[illegible]	Harvard University	Cambridge, Mass.	Member
[illegible]	Haverford College	Haverford, Penna.	Member
[illegible]	Idaho, University of	Moscow, Idaho	Trial*
[illegible]	Illinois, University of	Urbana, Illinois	Trial
[illegible]	Lafayette College	Easton, Penna.	Trial
	Lehigh University	Bethlehem, Penna.	Trial
[illegible]	Knox College	Galesburg, Illinois	Trial
[illegible]	MacMurray College	Jacksonville, Illinois	Member
[illegible]	Mary Washington College	Fredricksburg, Va.	Member
	McGill University	Montreal, Quebec	Trial
	Miami University	Oxford, Ohio	Trial
	Mohawk College	Utica, New York	Trial
	Montana State College	Bozeman, Montana	Trial
WNCS	North Carolina State College	Raleigh, North Carolina	Trial
WOUB	Ohio University	Athens, Ohio	Member*
	Oklahoma, University of	Norman, Oklahoma	Trial
WONC	Olivet Nazarene College	Kankakee, Illinois	Trial
KCUN	Pacific, College of the	Stockton, Calif.	Affiliate*
KAEO	Pacific, College of the	Stockton, Calif.	Trial
WXPN	Pennsylvania, University of	Philadelphia, Penna.	Member
WPRU	Princeton, University	Princeton, New Jersey	Member
	Queen's University	Kingston, Ontario	Affiliate
WRAD	Radcliffe College	Cambridge, Mass.	Member
	Russell Sage College	Troy, New York	Affiliate
WRSU	Rutgers University	New Burnswick, N.J.	Trial
WUSC	South Carolina, University of	Columbia, So. Car.	Triall
KSU	Stanford University	Stanford University, Cal.	Trial
[illegible]	Stephens College	Columbia, Missouri	Member
WSRN	Swarthmore College	Swarthmore, Penna.	Member*
	Texas State College for Women	Denton, Texas	Trial
[illegible]	Trinity College	Hartford, Conn.	Trial
UCRS	Union College	Schenectady, N.Y.	Member
[illegible]	Wellesley College	Wellesley, Mass.	Member
[illegible]	Wesleyan University	Middletown, Conn.	Member
[illegible]	Williams College	Williamstown, Mass.	Member
[illegible]	Yale University	New Haven, Conn.	Member

New members indicated in red

*...non-commercial stations

[illegible] - 1/3/46

College Radio Station Personnel

College _____ Date _____

1. Position _____

   Name _____ Graduation Date _____

   College Address _____ Phone _____

   Home address _____
   (Please give street as well as town)

2. Position _____

   Name _____ Graduation Date _____

   College address _____ Phone _____

   Home address _____

3. Position _____

   Name _____ Graduation Date _____

   College Address _____ Phone _____

   Home address _____

4. Position _____

   Name _____ Graduation date _____

   College address _____ Phone _____

   Home address _____

5. Position _____

   Name _____ Graduation Date _____

   College address _____ Phone _____

   Home address _____

6. Position _____

   Name _____ Graduation date _____

   College address _____ Phone _____

   Home address _____

7. Position _____

   N ame _____ Graduation date _____

   College address _____ Phone _____

   Home address _____

I 116 C - 200 - 1/28/47

College Radio Station Personnel

College _____ Date _____

1. Position _____

   Name _____ Graduation Date _____

   College Address _____ Phone _____

   Home address _____
   (Please give street as well as town)

2. Position _____

   Name _____ Graduation Date _____

   College address _____ Phone _____

   Home address _____

3. Position _____

   Name _____ Graduation Date _____

   College Address _____ Phone _____

   Home address _____

4. Position _____

   Name _____ Graduation date _____

   College address _____ Phone _____

   Home address _____

5. Position _____

   Name _____ Graduation Date _____

   College address _____ Phone _____

   Home address _____

6. Position _____

   Name _____ Graduation date _____

   College address _____ Phone _____

   Home address _____

7. Position _____

   N ame _____ Graduation date _____

   College address _____ Phone _____

   Home address _____

Intercollegiate Broadcasting System

MEMORANDUM

TO: Managers of Ivy Network Stations 19 March 1947

FROM: Dave Linton - New York

RE: Camel Account

Yesterday Art McCoy (the Avery-Knodel salesman on this account) saw the agency timebuyer again. Art took with him an aircheck transcription of Remember Judy, made from the local broadcast performance on Monday (March 17).

Dick Grahl, the timebuyer, said:

1) He does not have to be sold on the program. He has already told them to buy this show and two others.

2) This account has been equally slow in approving other orders before, and the delay does not mean that they are not interested, it only means that they are slow

3) The agency still regards this campaign as very much alive. The fact that the number of weeks remaining this spring is steadily decreasing does not seem to bother them

4)There is nothing the agency can do to make the client speed his approval. The agency, of course, will continue to push the matter as hard as they can without annoying the company.

The program, incidentally, is being played for other agencies as an example of what we can do.

We have what we consider a good prospect in United Nations Magazine World Magazine, a relatively new publication formed from a merger of Free World with several other magazines, and backed by Rockefeller. Their Promotion Director wants to buy network time (half-hour probably) for a program to be produced by them and to originate from UN Headquarters at Lake Success. You will be kept informed on this.

We may have trouble with AT&T which may make it more difficult to start operations when the time comes. We have a reservation on the facilities we need, and this reservation has expired three times and has been renewed at my request. I don't know how long we can keep this up - it depends on the demand for facilities from others. We will do our best.

And in view of the dwindling number of broadcasting weeks left this spring, we will try to get the Camel account to take a contract running over into the fall term.

Best regards,

Dave Linton

INTERCOLLEGIATE BROADCASTING SYSTEM

MEMORANDUM

TO: Tom Montgomery - Haverford

Date: 19 March 1947

FROM: Dave Linton - New York

Dear Tom,

Thanks for your note of yesterday. I'm at a loss to understand the call letters. I have checked my file, and the call we are holding for you is W H F V, this being one of the few calls in the WH series which was still available when we checked. Where did you get W H V C ? Is this an error, or did someone make it up?

This is a matter of federal law, and the call letters a station will use are up to the Federal Communications Commission. There are strong indications that the old calls which we have been permitted to use and which duplicate those of non-broadcast stations may soon be withdrawn.

I am having George check to see if W H V C is available, but it is unlikely. There are so few available calls that the chances are against any specific one. In the case of Dickinson college, we recently went through twenty choices without finding one available.

In any event, you should not just start using some call on the air - it's dangerous. First check and get the call assigned to you.

Incidentally, while I sympathise with your desire to use up the old stationery before changing your name, it is not entirely without hazard. You can not, for example, sign contracts in the name of "Station WHAV" since the station of this name in Haverhill Mass. can sue you. They can sue you for almost any representation that you are station WHAV. Similarly, of course, all material in connection with national sale of your station and all national publicity will have to use the new call.

I think the separation pains will be less acute if you make a clean break.

Please let me know about this in a hurry. I'm trying to print a new rate card.

Regards,

Dave

WPRU

PRINCETON, N. J.

DONALD E. W. NIEMANN
~~WARREN H. SIMMONS, JR.~~
PROGRAM DIRECTOR

TELEPHONE
PRINCETON 788

January 6, 1948

Kenneth Blum
Station WHRC
Haverford College
Haverford, Penna.

Dear Ken:

This will just be a note, as I am already cramming for final exams, which are around a not-too-distant corner. Wanted to tell you, however, how very glad I was to meet you and have the opportunity to talk over IBS affairs with you and get your slant on the situation. I sincerely hope that we can get together again in New York some time and continue where we left off.

As yet I cannot give you a full report on the meeting of the regional representatives in Chicago during the vacation. Bill Lucas, our Assistant Business Manager, attended the confab as the representative of WPRU and the Middle Atlantic Region, but he was delayed in getting back to school and has not been able to give me a complete report on the meeting. Will shoot it your way some time in the near future.

Because several colleges, including Haverford, thought the dates 10th and 11th of this month inconvenient for holding a regional meeting, primarily because of impending exams, the meeting has been definitely postponed until February, possibly the weekend of the 14th and 15th.

Let me know any ideas you may have on the IBS situation and on the operation of our region. Would also like to hear how your Mid-At network is progressing. And, of course, any other info you may think useful will be greatly appreciated.

Very sincerely yours,

Donald E. W. Niemann

Donald E. W. Niemann
Program Director

PROJECTS OF PROMISE

Saturday and Sunday, March 20 and 21, four members* of your Executive Committee established the time schedule of nine projects which they believe will greatly interest your staff and benefit your station. Particular emphasis was placed on programming projects which have been neglected for some time; but business and engineering projects are also included.

Script Exchange

By April 5 Tak Kako, IBS Program Manager, will have completed a compilation of the scripts available in the IBS Script Library, and copies of this index will be placed in your hands shortly afterward. One or more copies of each script listed will be available for circulation. These scripts have been selected from a wide variety of scripts including a number from campus stations.

Scripts will be lent for a period of two weeks, during which time you should make copies of them for your use. As soon as you return the scripts you have borrowed they can be passed along to someone else, so try to take less than two weeks, if possible. There will be fines for running over and for losing a script.

We hope now that this library has been established that all of you will desire to contribute scripts. Tak Kako will revise the script catalogue at frequent intervals. Several copies of each script should be submitted if possible, but one will do since we can make photostatic copies of it. In fact we will probably do this with popular scripts so that a number of copies will be available in our library.

These scripts should encourage you to do more original dramatic broadcasts, and this ties in with the next two programming projects. If you cut "Ditto" masters for the scripts you borrow, why not mail them back with the script? A number of our stations have "Ditto" machines and having these masters would save them the typing job.

Program Exchange

Last Spring and Fall we spent a lot of time working on plans for program exchange by wire lines. So far network program exchange hasn't become a reality except for a few stations very close to each other. Program exchange by disc recordings (transcriptions) is made difficult by the high cost of the recording

* They were George Abraham, David Borst, Tak Kako and Paul Yergin.

blanks and their relatively short life, when you consider the likelihood of damage during shipment or during play-back on poor reproducing equipment.

The answer, we believe, is found in the magnetic tape recorder. Magnetic tape recordings do not deteriorate with use to the extent that disc recordings do, and furthermore you can erase the tape and use it over again. Breaks can easily be repaired with "Scotch" tape and they do not impair the program quality. Spools of magnetic tape can be shipped without fear of breakage and at lower cost. A half-hour program can be recorded on one spool whereas two 16 inch, 33 1/3 RPM transcription blanks are required.

Recently we sent a short questionnaire on double penny postcards to 40 stations in the System to find out how many had tape recorders. We know at least a dozen who have and hope there will be even more. Isk Tako plans to purchase a supply of recording tapes and to produce four 29 1/2 minute programs and to distribute them, one program each week, starting with the week of April 18-24.

All stations having tape recorders may participate in this program series. The programs will be sent from one station to the next according to a pre-determined route. Each station will pay the postage for the reelsit forwards along this route. All reels will eventually come back to Tak and will be used for other programs.

Out of the experience we all will gain from this series of four programs we should be able to operate a more ambitious program exchange next Fall. These first four programs will probably all be produced at WNCR, Columbia University, as a matter of expediency. Next Fall we hope we can exchange programs from every station in the System, so start sending yours in now. If you don't have tape recording equipment, send the programs in on 16 inch discs. We can easily put such shows on tape.

Magnetic Tape Recorders

The Engineering Department is making a study of tape recorders and will give you a complete report soon. Meanwhile we can include a few points here. Many of you have the Brush "Soundmirror" and find that it gives acceptable results. This unit comes in a cabinet with playback loudspeaker and microphone and lists for about 225 dollars. It is now possible to buy the basic recording unit separately from the playback amplifier and cabinet at a saving in cost. This basic unit, the model BK-407, lists for 175 dollars. Educational institutions are usually offered a substantial discount by their local distributor. Sonocraft, the distributor in New York City, offers a 25 percent discount.

Complete circuit diagrams of the Soundmirror are given in the February 1948 issue of Radio News. In this same issue there is an article which suggests several improvements which can be easily made to the Soundmirror's audio circuits.

A number of users of these tape recorders have expressed a preference for the "Scotch" brand of magnetic recording tape, rather than the type made by Brush. While a plastic base Scotch tape is available, the paper base type seems adequate for most purposes and is less expensive; it lists at 3 dollars a reel. Again, a liberal discount is available from your distributor.

If you have trouble making contact with the distributor for your area, we will be glad to help you with your purchases.

Competitive Awards

April 19 has tentatively been set as the dead line for scripts and transcriptions which you wish to enter in a competition for awards of merit for the best dramatic radio script and the best half-hour radio production. So be thinking about what evidence you can offer of your best programming output. We hope to find men in the radio industry who will judge the entries. We also hope that all of you can hear the better entries through participation next Fall in our script and transcription exchange services. You will receive more details on this award competition soon.

Technical Data Book

Those of you with stations under construction will be especially pleased to learn that the revised edition of the Technical Data Book has at last been completed. This fact is also of interest to stations now on the air since many new sections have been added so that there should be something in the book of interest to everyone.

Books are now being mailed to Trial groups in good standing who do not already have one. The rest of you, Trial groups and Full Members, will be advised to return your present books for revision. This way we can be sure that you all will have books which are in first class condition.

Institute of Education in Radio

Plans are being made to conduct a discussion on campus radio program and production problems Monday morning, May 3, at the Institute of Education in Radio at Columbus, Ohio. More details of this meeting will be released soon. Meanwhile those of you who are planning to attend the Institute meetings in Columbus should by all means try to fit this Monday morning meeting into your schedule.

Field Strength Tests

The Federal Communications Commission has asked us to conduct field strength tests at our stations in order to throw further light on the suitability of the present low power rules under which all of our limited-area broadcast stations operate. In addition, the FCC field engineers are making spotchecks at a number of stations in the System, to get their own data.

The IBS Engineering Department is making plans to conduct several such field strength tests, but additional data is badly needed. If the engineering staff of any IBS station has in the past made a field strength survey, we would like to know about the tests at once and obtain a copy of the data, or the original data (which we can easily photostat and return). There may be others who can conduct such tests, but who have not. Speak up, and schedule tests this Spring. We need this information within the next few months. By providing the IBS Engineering Department with field strength data you will be doing a service not only to your own station, but to all wired-radio stations in the System.

If the result of any of these tests indicates that your station is not operating in compliance with the FCC low power rules, our advice is to continue broadcasting, but to take steps at once to improve your transmission system so that legal operation can be achieved. You should call on the IBS Engineering Department and your regional engineer for assistance in devising the needed improvements.

Listenership Survey

In 1946 IBS conducted a listenership survey which proved of value to our Members as well as to our National Advertising Representatives. This survey did not reveal certain facts of interest to our present Representatives, and they have suggested a survey to determine these facts. Sales Manager Charles Brookwell is working on a survey to do this, which will be conducted some time this Spring.

Spot Availabilities

In response to a request from Business Manager Paul Yergin he has received data from most of the Member stations in the System concerning times available for carrying spot announcements. We lack data from a few stations and of course, program schedules change and so these spot availabilities must be reviewed frequently and brought up to date. Ulrich Dare has agreed to take over this project from Paul Yergin and keep it moving.

Future Projects

Still in the planning stage, but nevertheless to be expected in the near future, are the following additional projects:

IBS Bulletin — We hope to be able to publish one issue of the Bulletin this Spring, probably in time for the IER meeting at Columbus, and then two or three issues each semester. Fred Collins, formerly of WGTB, Georgetown U., is heading this project.

Program and Production Handbook Several sections of this Handbook have been issued in the past, but copies are running out and several important topics have not been covered. This Summer Program Manager Tak Kako intends to rework the material in the present Handbook and to add more to make a useful programming volume for all of the full Members in the System.

Station Executive's Handbook We intend to assemble pertinent information about all aspects of running a campus station and about IBS into a handbook which we will mail to each new station executive when we learn he has taken office.

Regional Meetings

It is time now to be planning regional meetings in order to elect regional personnel for next Fall and to set each regional house in order. You will find plenty of opportunities at these meetings for regional interchange of ideas on all phases of campus broadcasting and cooperation with stations getting under way and making improvements.

The Western Region held an informal discussion of regional problems on March 20 as a part of the Western Radio Conference in San Francisco. The next Middle Atlantic regional meeting will be April 17-18 at WKCR, Columbia University. A previous meeting was held March 13-14 at WJRU, Princeton University. The New York State regional meeting is tentatively scheduled for the week-end of April 24-25 at Station WVBR, Cornell University.

The Midwestern Region held a meeting February 21 at MacMurray College. Miss Dianne Durham, of KWWU, Stephens College was chosen Regional Representative. Merrin Garmony of Olivet Nazarene College was appointed Regional Engineer, Miss Jane Gay of MacMurray was made regional Business Manager and Miss Joan Shade of the same school was selected for regional Program Manager.

Regional Program Exchange and Wire Networks

It is too soon to be able to report final results, but the New York State region stations are working on plans for regional program exchange by means of disc transcription and a wired network. The transcription exchange is being promoted by Anatole Broude, Regional Representative and staff member of WVBR, Cornell University. The network plans have been advanced by George McKelvey of WRUR, Rochester University. The network he proposes would interconnect WRUR, WVBR, and WRSB, Sampson. All Member groups in the New York State region have been informed of the plan and have been invited to attend a meeting in Rochester on April 10 to discuss McKelvey's proposal and the possibility of extending the network to other stations in the region.

Late word on the upper New York State network is that it will be called the Empire Network and will go into operation on a sustaining basis between U. of Rochester and Cornell on April 19. Sampson will be included, too, if at all possible. It is hoped that this network can be extended to other schools in the state soon. Programming will be for one hour each night, Monday through Friday.

Station Relations Manager

Circumstances have forced Warren Simmons to resign as Station Relations Manager, but fortunately Anatole Browde of WVBR, Cornell University, has graciously taken over the job. "Tolly", as he is known, is New York State Regional Representative and Director of the IBS Mailing Office, but after graduation this June these jobs will fall to others and Tolly will be able to spend all his IBS time on answering station correspondence, etc. In the meanwhile, you should address your correspondence to Tolly, and if he hasn't time to reply directly he will pass your letter along to someone else on the Executive Committee.

David W. Borst

This is News Letter No. 15. March 31, 1948

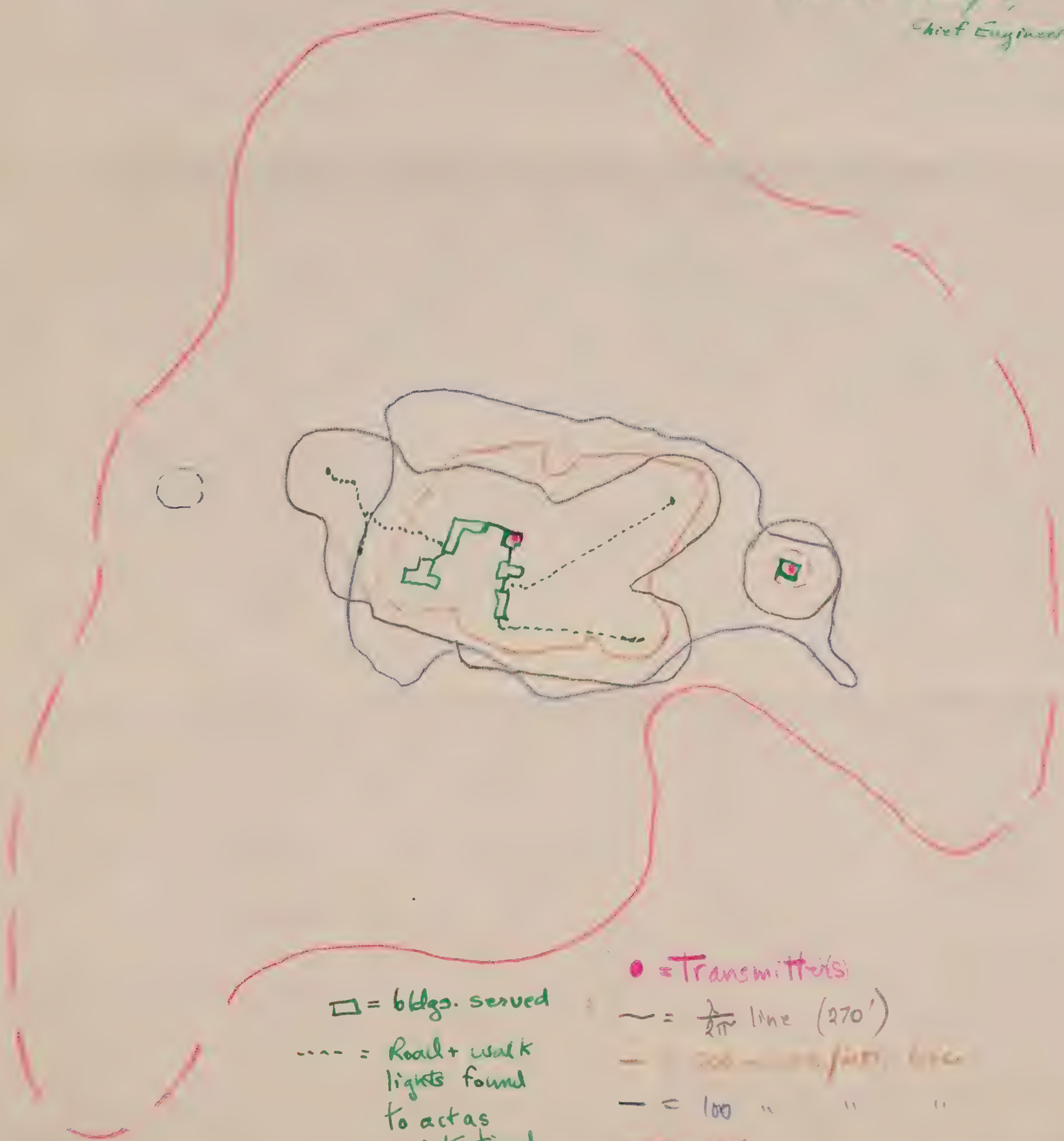
Additional copies may be obtained by writing IBS, WKCR, Hamilton Tower, Columbia University, New York 27, N. Y.

Radiation Pattern of Station WHRC

3 PM ±, 2/8/49

Meter – RCA Model, FCC-approved.
(RF noisemeter type 312 A, Serial No. 533.)
Scale: 800 ft. per in.

David K. Bumgar
Chief Engineer



* To be fixed.

INTERCOLLEGIATE BROADCASTING SYSTEM

INTERCOLLEGIATE BROADCASTING CENTER
2808 ERIE STREET, S. E.
WASHINGTON 20, D. C.

507 FIFTH AVENUE, NEW YORK 17, N. Y. MUrray Hill 2-8288

March 3, 1949

Mr. Andrew Knowlton
Station WHRC
Haverford College
Haverford, Pennsylvania

Dear Mr. Knowlton:

Mr. Edward J. Kelty, Director of IBS's Middle Atlantic Region, forwarded your letter of January 16 together with his reply regarding the registration of the call letters WHRC.

Mr. Kelty was entirely correct when he stated that the call letters WHRC were registered for Haverford with the FCC. IBS had this call registered for Haverford on June 17, 1947, and I found this still to be the case today on verification with the Commercial Licensing Section at the Commission.

Accordingly, no other station could be assigned this call without first obtaining a release from the campus station at Haverford. Therefore, if the call were used by a station in Hickory, North Carolina, it would be entirely unofficial. The Commission makes a practice of assigning a given call to one station only. I trust that this will clarify any anxiety you may have had in the matter.

Sincerely yours,

George Abraham

George Abraham
Chairman

Haverford News

Editor—Kenneth M. Moser.
Business Manager—Thomas Stern.
Managing Editor—Anthony Morley.
Sports Editor—David Philips
News Editors—Frederick Hetzel, Richard Norris, John Wirt.
Photography Co-Editors—Robert Brown, Winter Ensign.
Assistant Sports Editor—David Tilley.
Advertising Manager—Peter Haff.
Alumni Editor—Floyd Ford.
Exchange Editor—Edgerton Grant.
Circulation Manager—Donald Cole.
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Sports Associates—B. M. Getman, Kenneth Nelson, Nicholas Norton, Thomas Ruth, Joseph Sener, Paul Sterner, David Western.
Published by the student body of Haverford College weekly throughout the academic year. Printed by the Ardmore Printing Company, at Rittenhouse Place, Ardmore, Pa.

Entered as second-class matter at the Ardmore, Pa., Post Office, under Act of Congress, August 24, 1912.

THE CASE FOR WHRC . . .

The proposed regulations of the Federal Communications Commission, which threaten, if put into effect, to force a complete shutdown of WHRC and many other college radio stations, do not seem to be either wise or particularly logical.

On the grounds that college broadcasting operates on crowded frequencies and with enough power to interfere with local reception of licensed commercial stations, the FCC has issued public notice proposing that low-power units, such as WHRC, be subject to the same restrictions and regulations which at present apply only to standard commercial stations. The enactment of such changes, without very considerable modification, would almost certainly mean the end of Haverford's radio station, since WHRC is not equipped, either technically or financially, to meet commercial requirements.

The first objection to the FCC proposals is that the interference caused by WHRC at present, on the campus or off, is next to nil. The local station nearest to WHRC on the broadcast band is Philadelphia's powerful WFIL, which the Haverford transmitter could not possibly drown out even if we wanted it to—which we do not. It is true that nighttime radio listeners, driving under the power lines along Railroad Avenue and accustomed to tuning in on a certain Cuban station, may be momentarily inconvenienced by WHRC. But so far as we know, no one has yet complained or is preparing to complain about this trifling situation.

As far as Haverford College itself is concerned, the loss of WHRC would be a serious one indeed. No one would claim that all Ford students rush from dinner to tune in at 580 on the dial for the rest of the evening, but a poll conducted by the station showed that about twenty to twenty-five percent of the possible audience listens to any one of the better shows and sports broadcasts.

In addition to their regular dramatic programs and broadcasts of classical music, WHRC from time to time carries out projects of exceptional service to the College. Two of these have been on-the-spot coverage of the Haverford Family Dinner and a play-by-play account of the Swarthmore basketball game at Swarthmore this year.

Even beyond these considerations must be remembered the valuable opportunity for worthwhile extra-curricular activity which a campus radio station affords. At present more than fifty students participate in WHRC activities. Their interest and satisfaction in presenting varied programs represent a training ground for radio, drama, and electronics—a help in the past to many WHRC alumni now at work in radio fields.

In view of these valuable services provided by WHRC and of the fact that so small a station can hardly harm any commercial interests, we urge anyone, alumnus or student, who feels he is in a position to write an influential letter, to let WHRC know his feelings immediately. If sufficient interest is shown, the Commission will hold open hearings on the subject. Then maybe the FCC will take what seems to us the much more intelligent course of approaching changes in college radio rules by adding requirements to the present regulations, rather than by having commercial broadcasting rules apply prohibitively to non-profit student radio stations.

ford edges out Swartmore in track.

Fair Weather n Spring Day

ıge, and the blossoming shrubs and rees were in full bloom. The campus showed itself at its best.

Guests Offered Many Activities

The program began at 10:00 in the norning when classes recessed. From 0:30 to 12:30 four distinguished nembers of the faculty presented full ıour lectures on a variety of subjects. An outdoor buffet luncheon then conluded the morning program.

In the afternoon many departments pened their laboratories and classooms to the guests, including the itchen and the Morris Infirmary. The reasure Room also presented a specıl exhibition of books and autoraphs. At 2:00 the baseball team layed St. Joseph's, Haverford's tenis team took on the University of elaware followed by an exhibition ıatch, and the cricket team bowled nd batted against Howard Univerity. The track team met Swarthmore t their field, for those who cared to ıake the twenty minute trip.

At 3:00 the Music Department preented a program of student composions.

Teas at Faculty Homes

The faculty invited guests to tea in ve faculty homes at 4:30. The entire ıculty was present, and students ere given an opportunity to introıce their parents to their various ofessors.

A Cap and Bells production of

Continued Page 2, Col. 7

Haverford rooters on edge until the last event, the Scarlet and Black track team defeated Swarthmore 68-58, for the first time since 1943. Coach Pop Haddleton's squad grabbed nine firsts to beat the Garnet and White for the first time this year in inter-collegiate competition.

An early Ford lead was whittled down by Swarthmore, reversed in their favor, merely to have the Fords lead again, fall behind, and finally tie the meet with only the discus and broad jump remaining.

Ev Jones, one of the greatest Haverford athletes ever to compete for the Scarlet and Black, led the Ford scoring with sixteen points by taking first in the broad jump and 220 yard dash, tying for first in the high jump, and sharing second in the century.

Eli Halpern, Haverford star sprinter, was second in Ford scoring, with two firsts and a third. Halpern, running his usual dynamic hundred, broke the tape in his best clocking of the season, 10 seconds flat.

Swarthmoreans suffered bitter disappointment as 1 mile M.A.S. champion Bill Battin, managed to grind out a second place in the mile behind Haverford Capt. Jim Grosholtz, who led the flailing Battin by 50 yards.

The last three events put the Fords ahead as Halpern won the hurdles, Ev Jones the 220 yard dash, and Capt. Grosholz the half mile. The Scarlet and Black was forced to a temporary tie when Swarthmore placed all of her men in the pole vault. With just the discus and broad jump remaining, the Fords took three firsts, a second, and a third to win the meet.

Summary

100 yard dash — 1) Halpern (H); 2) tie between Ev Jones (H) and Van Deusen (S). Time: 0.10.

220 yard dash —)1 Jones (H); 2) Van Deusen (S); 3) Halpern (H). Time: 23.4.

440 yard dash — 1) Tietz (S); 2) Spaulding (S); 3) Van Deusen (S). Time 0:52.

880 yard run — 1 Grosholz (H); 2) Battin (S); 3) Tietz (S). Time: 1:57.4.

1 mile — 1 Grosholz (H); 2) Battin (S); 3) Bell (H). Time: 4:28.2.

Continued Page 4, Col. 3

WHRC - 640

Haverford College
Haverford, Pa.

10 Railroad Avenue
Apartment 2B
Haverford, Pennsylvania
September 1967

Dear Sir:

A short time ago one of our representatives called on your local branch in the Bryn Mawr - Ardmore area to discuss local college radio advertising. We were informed at that time that it would be necessary to deal directly with the regional office. We feel that there are significant advantages to advertising to this group through radio, since if any newspaper advertisements have had much success in the past years.

WHRC has a potential listening audience numbering around 1500 college-age men and women on the Bryn Mawr and Haverford campuses.

Enclosed please find a copy of our standard rates on a per-minute or per-week basis. In addition to general advertising, there exists also the sponsorship of particular shows, especially sports events.

We urge you to consider this perhaps as yet untapped source of business and the advantages of local radio advertisements. A member of our department will be calling you within the next few days. At this time, if you should desire it, an appointment will be made for a personal interview at your convenience.

Thank you for your cooperation. I remain

Cordially yours,

Herbert Frey

Herbert Frey, Director
Advertisements and Publicity
WHRC, Haverford College

Enc.